ABSTRACT

Young journalists from across the European Region gathered for the second media workshop of the World Health Youth (WHY) Environment and Health Communication Network in Bonn, Germany, 27-29 April 2009. The workshop was organized within the framework of the Third High-Level Meeting in the process towards the Fifth Ministerial Conference on Environment and Health in Parma, Italy, 10-12 March 2010. Building on the outcomes of the first media workshop held in Madrid in October 2008, the Bonn meeting aimed to further enhance quality and quantity of media reporting on environment and health across the European Region and enlarge the WHY communication network.

Senior journalists shared top tips for strengthening environment and health reporting in a range of media, and young journalists discussed the relevance of new media like social networking and citizens’ journalism in their countries. Participants also had discussions and a tour at the Deutsche Welle studios.

WHO Europe experts provided updates on central topics (such as water and sanitation, air quality, injuries, chemicals and climate change) and latest developments in agreed Regional Priority Goals (RPGs) and other major topics of the Fifth Ministerial Conference. Participants also met with youth representatives of the European Environment and Health Committee (EEHC).

Participants joined in group work to discuss possible stories from the Bonn meeting, engagement strategies for the new WHO seven-country initiative on climate change and health, and WHY network development plans relating to the Fifth Ministerial Conference, including forging closer links with the youth network.

KEYWORDS

ENVIRONMENTAL HEALTH
CHILD
ADOLESCENT
COMMUNICATIONS MEDIA
CONGRESSES - ORGANIZATION AND ADMINISTRATION
EUROPE

Address requests about publications of the WHO Regional Office for Europe to:

Publications
WHO Regional Office for Europe
Scherfigsvej 8
DK-2100 Copenhagen Ø, Denmark

Alternatively, complete an online request form for documentation, health information, or for permission to quote or translate, on the Regional Office web site (http://www.euro.who.int/pubrequest).

© World Health Organization 2009

All rights reserved. The Regional Office for Europe of the World Health Organization welcomes requests for permission to reproduce or translate its publications, in part or in full.

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers’ products does not imply that they are endorsed or recommended by the World Health Organization in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

All reasonable precautions have been taken by the World Health Organization to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either express or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall the World Health Organization be liable for damages arising from its use. The views expressed by authors, editors, or expert groups do not necessarily represent the decisions or the stated policy of the World Health Organization.
World Health Youth (WHY) Environment and Health Communication Network

Second Environment and Health Media Workshop
Bonn, 27-29 April 2009
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgements</td>
<td>4</td>
</tr>
<tr>
<td>Background</td>
<td>5</td>
</tr>
<tr>
<td>Summary</td>
<td>7</td>
</tr>
<tr>
<td><strong>Part I: STORYTELLING</strong></td>
<td></td>
</tr>
<tr>
<td>1. “Top tips” for environment and health reporting</td>
<td>9</td>
</tr>
<tr>
<td>1a. 20 tips for busy print journalists</td>
<td>9</td>
</tr>
<tr>
<td>Alex Kirby</td>
<td></td>
</tr>
<tr>
<td>1b. Tips for on-line, radio and documentary journalism</td>
<td>13</td>
</tr>
<tr>
<td>Irene Quaile-Kersken</td>
<td></td>
</tr>
<tr>
<td><strong>2. Bonn Story Development</strong></td>
<td>15</td>
</tr>
<tr>
<td>Comments</td>
<td></td>
</tr>
<tr>
<td>Alex Kirby</td>
<td>15</td>
</tr>
<tr>
<td>World Café Session 1: Selecting and planning “Bonn meeting” related stories</td>
<td>17</td>
</tr>
<tr>
<td>A tour and discussion at Deutsche Welle studios</td>
<td>19</td>
</tr>
<tr>
<td><strong>Part II: WHY DEVELOPMENT</strong></td>
<td></td>
</tr>
<tr>
<td>1. Meeting the youth network – developing links</td>
<td>20</td>
</tr>
<tr>
<td>Presentations by the Youth Network</td>
<td>20</td>
</tr>
<tr>
<td>Presentations by the WHY</td>
<td>21</td>
</tr>
<tr>
<td>2. Contributing to the WHO/Europe seven-country Climate Change and Health project</td>
<td>25</td>
</tr>
<tr>
<td>Bettina Menne</td>
<td></td>
</tr>
<tr>
<td>World Café Session 2: The seven-country project and the future of WHY</td>
<td>27</td>
</tr>
<tr>
<td><strong>Part III: THE ROAD TO PARMA</strong></td>
<td></td>
</tr>
<tr>
<td>Welcome address</td>
<td>29</td>
</tr>
<tr>
<td>Björn Ingendahl</td>
<td></td>
</tr>
<tr>
<td>Keynote: Overview of the preparatory process — The road to Parma</td>
<td>29</td>
</tr>
<tr>
<td>Francesca Racioppi and Cristiana Salvi</td>
<td></td>
</tr>
</tbody>
</table>
Technical Briefings
Air quality & Chemicals (RPGs 3&4)  
*Michal Krzyzanowski*
Water and sanitation (RPG 1)  
*Francesca Racioppi*
Injuries and physical activity (RPG 2)  
*Francesca Racioppi*

Annex 1
Results of Bonn meeting evaluations  
41
Annex 2
A list of useful websites  
47
Annex 3
The media workshop final programme  
51
Annex 4
The media workshop list of participants  
53
Annex 5
The **WHY** communication network concept  
61
Acknowledgements

We would like to thank the following people for their contribution to the Media Workshop and this Report:

**WHO/Europe speakers**

Michal Krzyzanowski; Bettina Menne; Francesca Racioppi.

**External speakers**

Björn Ingendahl, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany; Alex Kirby, Freelance journalist, UK; Rena Javaid, Youth representative; Irene Quaile-Kersken, Environment Correspondent, Deutsche Welle.

**WHY members**

Erjon Ajazi; Erveina Bashuri; Hasmik Hambardzumyan; Arpi Harutyunyan; Ines Bazdalic; Camelia Ivanova; Meelis Suld; Sascha Esser; Una Sighvatsdottir; Maurita Cardone; Galiya Idoyatova; Irina Mednikova; Samagan Aitymbetov; Dalia Lenkauskaite; Amund Trellevik; Daniela Galai; Valentina Perevedentseva; Jamila Majidova; Elena Acevska; Richard Graves; Elisa Walton; Lyudmila Stayshyunayte; Bakhrom T. Tuychiev.

We would further like to thank Giorgia Knechtlin and Emanuela Polidori, WHO/Europe, for the administrative organization of the workshop; Nicoletta Di Tanno, WHO/Europe, for her work on the web and her comments on the report layout and design; Carinne Allinson, WHCA, for the editing; and Tuuli Sauren, INSPIRIT International Communications, for donating the concept and the design of the WHY design element and the layout of the report.

*Cristiana Salvi and Franklin Apfel*

*Concept and design: Tuuli Sauren, INSPIRIT International Communications, Sustainable Design and Promotion Group, Brussels, Belgium*  
*http://www.inspirit-int.com*
Background

Communication as a determinant of health and the key role of journalists in shaping peoples’ and policy makers’ environmental and health perceptions, behaviours and choices across the WHO European Region has been acknowledged and emphasized from the very first European Ministerial Conference on Environment and Health in Frankfurt in 1989. For this reason, a media development and support strategy has been a central feature of each successive Ministerial Conference (Helsinki, 1994; London, 1999; and Budapest, 2004). These support strategies have aimed to enhance both the quality and quantity of coverage for environmental health issues. Emphasized throughout has been the importance of engaging the media as a public health partner, not only as a way of disseminating knowledge to various target audiences but also as a means of tracking and monitoring action related to Ministerial commitments.

Journalists have been supported with news stories, information (e.g. through press conferences, releases, briefings and alerts), expert and “human face” contacts, workshops and networking opportunities. Additionally, the WHO Regional Office has facilitated training for WHO staff, scientists and policy makers on their communication skills and understanding of how the media works.

The Budapest Conference Declaration (2004) affirmed the importance of and need for communication with the public at large on environment and health. In keeping with its focus on young people, the conference proactively engaged young reporters and provided some exclusive briefings and access to experts. The output of that activity was rated highly. The WHY journalist network concept and approach was developed to build on that experience in preparation for the Fifth Ministerial Conference on Environment and Health. The WHO Regional Office for Europe, Partnership and Communications, with the assistance of the World Health Communication Associates, convened the WHY for the first time in Madrid in October 2008 to engage them early in the preparation process and involve them

1 Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Luxembour, Malta, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Republic of Moldova, Romania, Russian Federation, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tajikistan, The former Yugoslav Republic of Macedonia, Turkey, Turkmenistan, Ukraine, United Kingdom, Uzbekistan.
directly in preparing stories and documents for the conference in Parma and beyond.

The first WHY meeting ([http://www.euro.who.int/envhealth/media/20081010_1](http://www.euro.who.int/envhealth/media/20081010_1)) focused on:

1. **Providing current information on health and environment** — Participants received briefings from key experts on the WHO European Ministerial Conference key themes, with specific reference to the particular circumstances of respective countries.

2. **Agreeing the ground rules for and developing the WHY network of journalists** — Rules of engagement and developmental activities were identified, including a media award, Facebook group social networking and national event coverage.

3. **Improving communications skills** — Participants received guidance from senior journalists, including tips on how to report effectively on health and environment at international meetings.

4. **Networking** — Participants used the meeting as a unique opportunity to meet journalists from other countries and learn about what, why and how they would cover environmental health topics, how their media function, obstacles to reporting and ways in which colleagues overcome these obstacles.

The second WHY media workshop in Bonn built on the Madrid approaches. Based upon feedback from participants regarding the report of the first meeting, this document is not arranged as a sequential meeting summary but is organized into three topic sessions:

**Part I : Storytelling**

Top tips for environment and health reporting and Bonn story development

**Part II : Why Development**

New opportunities for developing links with the youth network and the WHO seven-country climate change and health project

**Part III : The road to Parma**

Updates on Regional Priority Goals (RPGs), the political process, technical briefings
Summary

Twenty-three young journalists from seventeen countries across the European Region\(^2\) plus USA gathered for the second media workshop of the World Health Youth (WHY) Communication Network on environment and health in Bonn, Germany, 27-29 April 2009. The workshop was organized within the framework of the Third High Level Meeting, hosted by the government of Germany, in preparation for the Fifth Ministerial Conference on Environment and Health to be held in Parma, Italy, 10-12 March 2010.

Building on the outcomes of the first WHY Communication Network meeting in Madrid in October 2008, the aim of the workshop was to further explore ways of developing capacity and enhancing quality and quantity of coverage, and enlarging the WHO-coordinated but independent WHY communication network across Europe. Chatham House rules were observed: i.e. the workshop conclusions are made public but nothing is attributed without permission. Participants commented in their personal capacities.

Updates on the European environment and health process and its priorities were provided. WHO/Europe experts presented updates, including current facts and figures, related to the Fifth Ministerial Conference in Parma and specifically on central topics like water safety, injuries and physical activity, air quality, chemical risks and climate change. Story ideas were identified and discussed.

Senior journalists shared top tips for strengthening environment and health reporting and documentary production for print, radio, television and internet-based media. New media approaches – including social networking, blogging and citizens’ journalism – were discussed. Young journalist participants debated the usefulness and applicability of these approaches to their specific information marketplaces. Opportunities and obstacles for enhancing quality and quantity of environment and health coverage were discussed.

All sessions were facilitated and interactive. Additionally, participants engaged in group work to share individual and country perspectives on environment and health reporting challenges, as well as brainstorming engagement strategies for the new WHO seven-

\(^2\) Albania, Armenia, Bosnia & Herzegovina, Bulgaria, Estonia, Germany, Iceland, Italy, Kazakhstan, Kyrgyzstan, Lithuania, Norway, Russian Federation, Tajikistan, The Former Yugoslav Republic of Macedonia, Republic of Moldova, Uzbekistan.
country climate change and health project and other developmental ideas for the network.

WHY network development plans relating to the Fifth Ministerial Conference were further discussed, including:

1. **WHY “EYE” Reporting** — where one or more members of the network covers a national or regional event and provides an “eye-witness” account to other network members.

2. **Exchange between countries** — sharing experiences, insights, concerns and challenges through the WHY Facebook group or other social networking tools.

3. **Engagement with the new WHO climate change project** — a new seven-country climate change and health initiative was announced at the meeting and WHY participants were invited to join and contribute proposals for the project.

4. **Building the network** — strategies for recruiting new members and disseminating information were discussed.

5. **Media contest** — WHO Media Award was announced.

6. **Story opportunities** — young journalists worked with senior journalists on identifying Bonn and Parma story ideas.
Part I: STORYTELLING

1. “Top tips” for environment and health reporting

1a. 20 tips for busy print journalists

Alex Kirby, formerly editor for the BBC
(adapted from Tim Radford and Paul Brown, London Guardian, personal communication)

1. When you sit down to write, there is only one person who matters. This is someone you will never meet, called a reader.

2. A story will only ever say one big thing. Don’t even start writing till you have decided what the one big thing is going to be, and then say it to yourself in just one sentence. It’s your headline. If you try to sell an editor an idea for an article, you will have about one sentence to get their attention. Then their eyes will glaze over.

3. You are not writing to impress the scientist you have just interviewed, nor the professor who got you through your degree, nor the editor who foolishly turned you down, nor even your family. You are writing to interest a stranger in a busy office, a crowded train or a noisy household who, given a chance, will stop reading in one fifth of a second. Remember, every time you sit down at the keyboard: “Nobody has to read this rubbish.”

4. So the first sentence you write will be the most important sentence of your life, and so will the second, and the third – because, though you may feel compelled to write, nobody ever feels obliged to read what you have written.

5. There is always an ideal first sentence – an intro, an opening – for any article. It really helps to think of this one before you start writing, and then you will discover that the subsequent sentences write themselves, very quickly.

6. Journalism is important. But it must never be self-important. Nothing sends a reader scurrying to the crossword, or the racing column, faster than pomposity. Simple storytellers is what journalists are.
7. If in doubt, assume the reader knows nothing. But never make the mistake of assuming that the reader is stupid. The classic error in journalism is to over-estimate the readers’ knowledge and under-estimate their intelligence.

8. Words have meanings. Respect those meanings. Look them up in a dictionary, then use them properly. And remember that spell-checkers will tell you whether you have spelt a word correctly, but they cannot tell you whether it is the right word to use.

9. The thing about journalism is that you don’t always have to be clever – but you do always have to be quick. You’re not writing a guide to the Universe – you’re writing something to give busy readers the maximum information in the minimum amount of time and space.

10. The language of the page must be straight, clear and vivid. So it must respect and follow received grammar. Many readers are liable to be upset if you cannot use your own language in the way they think it should be used. Beware of long and preposterous words, and beware of jargon.

11. Listen to experts – but remember that even experts can be wrong, or biased. Ask yourself why they are saying what they do say, and whether you should seek the opinion of a second, different expert from another institution. As a reporter, you have a double responsibility: both to the truth as politicians and professors may see it, and to the truth as you perceive it. One British journalist used to say there was only one question a reporter needed to remember when interviewing a politician. It was: “Why is this lying ******* telling me this particular lie at this particular moment?” In today’s corporate world many people are happy to lie to journalists – or perhaps they won’t lie to you, they just won’t tell you the whole truth. They may not even mean to lie to you – but sometimes they will.

12. Keep an open mind. You might start a story with an idea of what the issues are, but you must let the evidence speak for itself. Your job is to gather all the relevant facts you can find and present them clearly. Be prepared to change your mind. Balance points
of view. Journalists are not campaigners. You can say something is a fact only when you are sure of your sources – if you are not sure, check the facts again, or else leave it out.

13. Where is the news hook? It may be a complex story, with lots of interesting material – but does it say anything new? The really interesting part may come only at the very end of a long interview or article, so stay sharp through every minute of your interviews and research.

14. Many environment and health stories are complex, but they are often also photogenic, or can be illustrated with engaging human stories. Use all the resources you have to bring the story to life – headlines, photos, graphs, maps, sidebars. Remember the three questions many readers will ask themselves as they start reading your article: “Will this news make me richer? Will it make me healthier? Will it mean a better world for my children?”

15. Keep questions short and simple. Ask just one question at a time. If you ask three questions in one the interviewee may answer only the easiest. Ask lots of factual questions – and then go on to ask open questions that force a meaningful answer, not just “Yes” or “No”. So don’t ask “Are you going to invade your neighbour?”, but “When are you going to invade your neighbour?” Don’t be afraid to ask very basic questions – you must understand the story yourself.

16. Before an interview, prepare! The more you know about your interviewee and your subject beforehand, the better the interview will be. It will be a conversation of equals, not an attempt by you to keep up with what you’re hearing for the first time.

17. Be assertive. We represent our readers – they rely on us, and they are the people who really matter. We have to ask the questions that they, ordinary people like us, would ask if they could. They are the people who pay the scientists and elect the politicians: they have a right to know and we have a duty to find out for them. So don’t be afraid to ask very direct questions and don’t let yourself be browbeaten by anyone. Remember the interviewer who asked a politician the same question fourteen times on air
to get him to answer. But don’t argue. We can be insistent and polite at the same time.

18. **Be inquisitive.** Try to get behind what you’re told: the speaker may be giving you an apparently plausible and satisfactory answer in the hope that you’ll stop asking questions. Always be sceptical of everyone you meet and everything you’re told – but never cynical. Don’t refuse to believe what somebody tells you, but ask them for evidence to back up what they say.

19. **Go and look for stories.** Don’t wait for them to come to you: what you will get at your desk will be press releases and not much more. Go out and talk to real people, not only politicians and scientists but the people affected by their decisions – the people who are already feeling the effects of a warmer climate.

20. **You can change the world** – by finding out what is happening and then making it into interesting and compelling stories which people want to read. You are their eyes and ears, and they depend on you.

**Additional Comments**

**Alex Kirby**

1. Reporting facts means knowing the subject or knowing who knows the subject! Remember to speak with people not just use press releases and web sites.

2. Know your audience – more than anything, this means knowing there are different audiences who will look to you for different ways of making sense of environment and health issues. What unites them is their desire to learn, to be informed.

3. Tell stories through individuals – use plain language, people, pictures and passion.

4. Respect your limits – know when to say “no” to news room, know that “less is more” when telling the story, know that too much knowledge might get in the way; get scientists and experts to talk in plain language.
5. Be your own sub-editor – ask yourself, what am I trying to say? Am I doing it? Show your material to trusted colleagues for comments.

6. Writing is usually easy – getting it past the news desk and published or broadcast is the challenge. Suggestions: don’t label stories environment and health – find the right framing, whether that be economics, social affairs, etc. Use aids like maps and pictures.

1b. Tips for on-line, radio and documentary journalism

Dr Irene Quaile-Kersken, Deutsche Welle environment correspondent, discussed with participants ways to make on-line, radio and documentary presentations engaging and informative. Her presentation was called, SEX, DRUGS AND CLIMATE CHANGE – What makes a good environmental programme?

1. How to reach your average “punter”, woman/man on the street
   - Know who your readers/listeners are
   - Be objective
   - Know your facts – and the other side of the story
   - Don’t just focus on doom and gloom
   - Provide visions and solutions
   - Give a good mix of interviews and reporting

2. Use the sounds of nature
   - Record natural sounds
   - Record background sounds
   - Record segments live, out of doors
   - Be yourself, use a natural approach
   - Use humour when appropriate
   - Make features, taking examples from reality

3. Pool resources
   - Joint venture with other stations (example “Pole to Pole” international cooperation)
• International cooperation can enhance applications for external project funding
• Share expenses and materials
• Reach more people
• Network with other broadcasters
• Post on websites

4. Let others do the talking and get a different perspective

5. Interview scientists and storytellers
   • You are an intermediary and interpreter
   • Select your interviewees carefully
   • Identify informed good “talkers”
   • Identify real examples of issues from everyday life
   • Find people who can explain the topic for your target audience

6. Find charismatic personalities
   • Use your opportunities, grab them when you can
   • Identify
     – people with a story to tell
     – people with the “gift of the gab”
     – experts
     – good communicators with enthusiasm
   • Encourage them to share their experiences

7. Find people who have witnessed the effects of change and/or can share personal experiences (e.g. “Climate Witnesses” radio series)
   • Let them talk. Look for
     – commitment
     – emotion
     – personality
   • Let them talk about their personal experience, using their own accents and dialects
   • Help people visualize the location
8. Find stories from your own backyard
   - Follow local stories
   - Apply the same listening criteria as you would for “big” stories
   - “Sniff out” good stories (story example: dogs “sniffing out” endangered species at airport)

Additional comments

Dr Irene Quaile-Kersken

There is a big change in the perception of environment and health: this is now mainstream, while it was a niche before. In terms of ways of reporting, it is important to move with the changing times – multimedia is now the key.

2. Bonn story development

Comments

Alex Kirby

There are lots of possible topics here. There is a formal agenda for this Bonn meeting, including topics such as the RPGs, food safety, risk communication, gender inequities, climate change and other themes (agriculture, waste, the natural world). Then there are emerging threats for our children that deserve attention, like inequities in health and environment.

It is not easy to produce good text from a lot of material: the information should be shaped, not controlled. Journalists should guide the reader through the reading experience by providing a context. This means describing what is happening to make people understand what health and environment are; monitoring and tracking countries’ commitments whilst retaining the freedom to criticize; telling stories in a way that opens readers’ ears. This is not acting as intermediary between people and reality, but exposing people to reality.

Journalism is making the important interesting and the familiar surprising – bringing the voices of those who are at the bottom end of society to the attention of the audience.
Question: What if as a journalist you are not allowed to publish news on the number of deaths in your country?

Answer: You might:

- publish the news in media of other countries (e.g. the BBC section of your country)
- turn the message around, into a positive one
- write in such a way that the readers can “read between the lines”
- find creative ways of reporting
- use visual images to convey the message
- provide comparative data

Question: Can you comment on citizens’ journalism?

Answer: In today’s electronic world there is increased pressure on journalists to show reality as it is. The web can do a lot in this sense. Citizens’ journalism is appropriate to show real time pictures, statements, videos. It is very good at providing breaking news but less so for investigative journalism (no time for deep investigations). As a key rule for this type of reporting, rapidity is essential and you need to be first, then you can adjust/update the information based on more accurate news. If you cannot do this, it is advisable to stick to investigative journalism. Anyway, citizens’ journalism is sometimes “dangerous” as there’s no feeling of the responsibility of the report, so judgement is rapid and sometimes wrong. The TWO AGENCIES RULE is a good one to keep in mind: waiting for the second news agency release to report a story will allow you to check your understanding of the information.
World Café Session 1: Selecting and planning “Bonn meeting” related stories

Participants were divided into working groups and identified possible stories and brainstormed topics as a group. Feedback from the groups was as follows:

WG1
1. Topic: Food safety
   - Topic for Parma 2010
   - National angle/perspective
   - Use of international data from WHO
   - Use of various media depending on their effectiveness in different countries
2. Story: Bad food produced and not labelled
   - Human stories
   - Give the food producer a chance to say something
   - Compare statements
   - Talk to doctors
   - Engage victims of unsafe food
3. Publication: How to sell to your editor?
   - You need to feel passionate
   - You need to be knowledgeable
   - You need to show the evidence
4. How do you deal with censorship?
   - If you are not allowed to shoot videos, you can use your cameraman with a type of “candid camera”
   - Engage more journalists to raise the issue

WG2
1. Inequalities within countries on HIV (Estonia)
   - Media don’t report much about this problem
   - Patients don’t want to be interviewed: as a radio reporter you can tell the story without having the patient talk directly
   - There is a language barrier: other colleagues can help
2. Old vehicles (Albania)
   - The story needs to be written also in English in order to spread it internationally
WG3

1. Topic: Food safety
   – Relate to climate change and food security
   – Attach human stories
   – Voices of rural people, officials, international organizations, experts

2. Channels:
   – Newspapers
   – Website
   – TV

3. Approach:
   – Double-check the information
   – Sell the story with a specific angle (food safety as a consequence of climate change)
   – Have a positive approach
   – Consider the challenge of lack of data in some countries

Comment

Alex Kirby

How to use the opportunities in Bonn?
• Use the information and materials distributed at the meeting
• Talk to different participants
• Hook to the pan-European context
• Provide a background of the process then build the human stories
A tour and discussion at Deutsche Welle studios

Deutsche Welle (DW) has its headquarters in Bonn and its TV production in Berlin. It employs 1,500 employees and 4,000/5,000 freelancers. Its funding comes from taxes and the company works to a four-year plan.

DW started in 1953 as a radio station in German, then they added broadcasts in foreign languages (up to 45, though they currently broadcast in 30 languages). They are only allowed to broadcast outside of Germany as international media. Radio broadcasts go out around the clock and reach some 200,000 households, in German, English and 30 other languages. Television broadcasts go out in German, English, Spanish and Arabic. The “re-broadcasters” who pick up the DW signal to broadcast it in their own countries need to meet DW reliability criteria.

DW’s objectives are:
- To reflect the German perspective on international issues
- To promote the German language
- To provide information to countries which have less press freedom

DW are currently reorganizing the editorial office to meet the multimedia needs of internet-broadcasting, which is becoming increasingly important.

The DW Academy trains media professionals, offering a two-year masters course in International Media Studies. The course includes principles of journalism and the role of media in developing countries and requires a good knowledge of German.

Participants were taken on a tour through the building and its facilities, which provided an insight into digital production and broadcasting while experiencing a radio live transmission. Participants also gained an impression of the very special architecture and history of the DW HQ in the former Government District of Bonn.
Part II: WHY DEVELOPMENT

1. Meeting the youth network – developing links

WHY participants met with the youth representatives of the European Environment and Health Committee (EEHC) and explored possibilities for collaboration and links.

Presentations by the Youth Network

Youth participation began in Budapest in 2004 with the intention of involving youth in the decision-making process and including their input into the final Declaration. Two youth representatives are part of the EEHC and the Children Environment and Health Action Plan (CEHAPE).

Youth participation is intended to provide a real contribution, rather than being merely tokenism or for show. In Luxembourg, young people from 53 countries met to organize their agenda towards the Intergovernmental Mid-Term Review in Vienna (June 2007). There, they showed Ministers what they had done for the process. One of their main contributions was a youth-friendly version of the CEHAPE that they would like to update for Parma 2010. They also wanted to involve countries that are not yet represented by their youth.

In Budapest, WHO/Europe had no clear strategy on how to involve the youth. Subsequently, youth have become more and more involved and their voices have been heard. However, while there are some countries that are more inclined to engage the youth (e.g. in Sweden there is a youth parliament), others still “resist” their full involvement. Being present and visible at meetings is important, even though there is no guarantee youth are listened to.

Through participation in the development of the Declaration, the EEHC and the High-Level Meetings (HLMs), the youth, as part of this international work with national governments, hope to strengthen the pledges.

Within this framework there is an international project called ECOSCHOOLS, which reviews action plans on Eco Schools, with the youth providing guidelines on what could and should be done. As an example, a young medical doctor from Lithuania worked with schools to provide information on the risks from smoking; as a
result of his work, there was a 60% decrease in tobacco use amongst schoolchildren in the schools with which he worked.

Additional challenges for youth participation include: questions about whether youth are involved only to react to the environment and health process, or whether they also carry out independent action; and how they should maintain their independence and be linked to WHO at the same time.

**Presentations by the WHY**

The WHY journalists are the intermediaries between policy makers, scientists and the public. WHO could have decided to engage senior journalists, but chose to target young journalists in order to ensure that young voices are heard in the health and environment process. The network covers the 53 countries of the WHO European Region. The WHY will have to decide its status and working methods in the run-up to and during the Fifth Ministerial Conference in Parma, and beyond.

Some of the benefits of belonging to the WHY network are:

- Access to data and experts
- Networking
- Communication skills improvement

Journalists are interested in writing stories when these are relevant to people, close in time and space, are “hot” new issues and there is new data available or a personal interest.

The WHY “EYE” initiative foresees WHY members being notified of key meetings and events “on the road” to Parma 2010. Whenever an event is held, WHY members who are within reach will be asked to serve as a WHY “eye” and cover the story for the network (e.g. Policy Dialogue of the countries of the Newly Independent States (NIS) on the reform of public health and the role of public health services (SANEPID), Bishkek, Kyrgyzstan, 10-12 November 2008).
DISCUSSION

There are positive benefits for the WHY and the youth networks working together. Some of the WHY members would be invited to the youth meetings so that young people could learn how to communicate together and cover stories. The multimedia initiative by WHO is welcomed by the youth as it gives them “visibility” in the environment and health process. One proposal was to have a joint session with NGOs, youth, WHY and other stakeholders connected with the CEHAPE. Mutual recruiting could be a tool to help each other enlarge the number of countries that are represented.

WHY comments/suggestions:

1. Erveina (Albania) is interested in collaborating at international level.
2. Erjon (Albania) would like to make connections with the youth.
3. Hasmik (Armenia) is pleased to know that Armenia is represented in the youth network and would welcome regular collaboration.
4. Arpi (Armenia) says that in Armenia there are many NGOs but no youth networks, so it is good to have this initiative.

The WHY Journalists Network:
Needs of journalists

• exclusive interviews
• embargoed press materials
• access to high-level experts
• strong news
• list of participants of meetings shared beforehand
• access to databases
• comparative data (measures by countries)
• exhibitions and use of visuals
• use of testimonials
5. Ines (Bosnia & Herzegovina) is interested in the youth meeting.

6. Camelia (Bulgaria) is interested in the youth meeting and thinks that young people should support each other.

7. Meelis (Estonia) would like to explore involving young people in making radio programmes.

8. Sasha (Germany) thinks that there is a need for new approaches on how to target young people.

9. Una (Iceland) will try to cover stories for young people.

10. Maurita (Italy) thinks the youth are a good source of information and at the same time a target for awareness-raising on environment and health, since in many parts of Europe environment and health problems are emerging.

11. Galiya (Kazakhstan) says that in her country there are many organizations for youth but these are not well established and there would be a need to benefit from active initiatives.

12. Irina (Kazakhstan) is pleased to get information on what Western Europe is doing in the field of youth work.

13. Samagan (Kyrgyzstan) considers the youth represent “incubation leadership” for the passion and strength they show. He would like to publish their material and suggest new angles to sell the stories.

14. Dalia (Lithuania) is concerned about the negative image young people have in media. She does not believe meetings and processes can make stories and needs some drama to make the readers interested.

15. Amund (Norway) writes for young and adult readers from different angles.

16. Daniela (Republic of Moldova) considers that young people don’t read much as they lack money to buy newspapers. At the same time, there is not much action in the dissemination of environment and health information and this network can support awareness-raising.
17. Valentina (Russian Federation) would like to identify synergies between youth and WHY.

18. Jamila (Kyrgyzstan) is working on training young journalists and would like to target young people as they are more vulnerable.

19. Elena (the Former Yugoslav Republic of Macedonia) is interested in targeting schools and providing information to young people on drugs and tobacco (also in collaboration with NGOs).

20. Elisa (USA) is interested in shared experience and collaborative work.

21. Richard (USA) thinks that WHY and the youth need each other in terms of synergies and strengthened outcomes. What he would like to cover is passion and excitement through the use of a simple language, not processes.

22. Lyudmila (Uzbekistan) says that recently in her country a lot was done by the government to involve the youth, as their potential was highly valued.

23. Bakhrom (Uzbekistan) would like to cover youth stories (Uzbekistan is a member of the youth network). Lots of work (especially by NGOs) has been done to involve young people and make them aware of environment and health problems.

Rena, the youth representative, concluded by saying that after WHO had given them seats to make their voices heard in the environment and health process, the youth network needed to strengthen their direct involvement by finding enthusiastic young people to be part of the network and making sure all countries’ delegates have access to Youth Group materials. She saw good opportunities for collaboration with the WHY in this area.

Alex suggested that, since large media organizations need young journalists, especially, to cover the news, they should approach the big media companies and present their network, perspective and needs: this would strengthen their position and increase the likelihood of their stories being covered. It is a strong “plus” point if you introduce yourself as belonging to a network. If the stories are hard to sell, the angle could be turned around to make it more
relevant and interesting. Environment and health is about many issues and the story angle can be different according to the need (e.g. a story about air pollution from the perspective of young people is not common in the UK and could be a good hook for an article. Other topics could include water quality, traffic accidents, waste ...). What is important is not to allow labelling (e.g. bunny huggers!).

2. Contributing to the WHO/Europe seven-country Climate Change and Health project

*Dr Bettina Menne, Medical Officer global change and health, WHO/Europe*

The WHO Director General has called climate change this century’s most important public health challenge. Climate change impacts on human health are already being felt and are projected to get much worse as temperatures and sea levels continue to rise. Climate change affects the very building blocks of health: food, air and water. Heat waves, floods and changes in infectious diseases are just some of its health damaging effects. While no country will be spared, not everybody will be equally affected and poor or old people, those with chronic illnesses and countries with weak health systems will be most vulnerable.

The project “Protecting health from climate change. A seven-country initiative” of WHO/Europe and the German Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMU) focuses on taking action against the damaging health effects of climate change in seven countries of the WHO European Region: Albania, Kazakhstan, Kyrgyzstan, the Russian Federation, Tajikistan, the Former Yugoslav Republic of Macedonia and Uzbekistan. As these countries belong to different geo-climatic areas, with different expected health impacts from climate change, action needs to be specific and tailored. It includes disease surveillance, disaster preparedness, primary health care and training of health professionals. It also includes information and communication activities aimed at raising public awareness of climate-change-related health risks and what can be done about them by both individuals and policy makers.
It is intended that the communication component of the seven-country project will be contracted out to country-based journalists and communicators who can demonstrate their ability to reach identified target audiences in innovative ways with clear, evidence-based information. These local communicators will need to identify the most effective messages, products and channels for their selected target audiences. Members of the WHY Communication Network in each of the seven project countries are invited to coordinate multi-stakeholder communication activities related to the key national climate change and health project activity areas. Preliminary results will be presented at the Fifth Ministerial Conference for Environment and Health in Parma, Italy, 2010.

Comment

Alex Kirby

Climate change is still seen as something that will happen in the future, while we are experiencing its effects now, primarily on health. In Poznan, scientists were accused of having “missed the boat” in their statements: this is why sceptics don’t push for action. While we need to accept that we will lose some animals and that seas will be acid, we need to act soon to save human lives.

Sample Message: Energy efficiency saves you money. The health benefits more than repay the investment.
World Café Session 2: The seven-country project and the future of WHY

*Group work facilitated by moderators, on the future of the WHY and climate change project in seven countries*

Group feedback was as follows:

**WG1** – climate change project in seven countries. What tools and channels would work for each country?

1. Albania: Public Service Announcements, TV documentaries, internet, training for health professionals
2. Kazakhstan: TV and printed cartoons, theatre, internet, bulletins
3. Kyrgyzstan: environmental NGOs, youth initiatives, medical association networks, TV channels
4. Russian Federation: TV documentaries, billboards in towns, information to reach rural areas
5. Tajikistan: leaflets, TV documentaries, bulletins
6. The Former Yugoslav Republic of Macedonia: TV documentaries, news stories, interviews
7. Uzbekistan: TV documentaries, journalist networks, community leaders

**WG2** – the future of WHY

1. Communication/information exchange
   - Exchange of latest data/statistics
   - Have a functional network
   - Prepare packages of suggestions
2. Contacts
   - Google groups
   - Announcements of future events/meetings
   - Photos/videos/web links
   - Opinions/thoughts/suggestions
   - Initiatives
3. Stories
   - Research
   - Facebook discussion
   - Ideas
• New approaches

4. Themes
• Highlight existing problems in the world
• Cover the process of commitment of each country to address the problems
• Report the results

**DISCUSSION**

Proposals for climate change project:
• Uzbekistan: need to meet with relevant people in their countries to have a better understanding about the project and action. It would also be advisable to meet with WHO experts and support action in the various countries.
• Kazakhstan: organize an info pool – journalists who are able to work together.
• Tajikistan: training of journalists in environment and health with WHO support.

Proposals for WHY
• Enhance WHY discussions on Facebook or a blog (there is a need for regular input, possibly every week).
• Share international events in advance (financial support is an issue).
• The WHY could link to the youth network or include a section in their media to promote it.
• Google group for young reporters and Facebook subgroup for Bonn.
• As there are not many networks for young journalists, there could be a posted list of fellowships in the environment and health area so that others can join.
Part III : THE ROAD TO PARMA

N.B. This section includes powerpoint slides from technical presentations by WHO staff.

Welcome address

Björn Ingendahl, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany

The Third HLM in Bonn closes a cycle of the environment and health process initiated in Frankfurt in 1989 with the First Ministerial Conference.

One of the key themes is climate change, which is very high on the agenda of the German government with the development of a policy paper on climate change and health.

Media are important to raise awareness on the need to protect health from environmental hazards.

Keynote: Overview of the preparatory process — The road to Parma

Francesca Racioppi, Head a.i. of the WHO European Centre for Environment and Health, Rome Office, WHO/Europe

Cristiana Salvi, Technical Officer Partnership & Communication, WHO/Europe

The next milestone in the process: the Fifth Ministerial Conference

The Fifth Ministerial Conference on Environment and Health will take place in Parma in 2010

The Conference will renew governments’ pledges in an era of new global challenges to strengthen health systems and their collaboration with other sectors to ensure better environments for children’s health

Emerging issues are now in the agenda:
- climate change
- inequalities
- gender
- new stakeholders
An ideal location

Parma is a city of art at the centre of the Italian “Food Valley”, one hour away from Milan or Bologna.

It offers high quality life, from low levels of noise and air pollution and sustainable land planning.

It is the perfect advocate for healthy environments and conducive to goodwill and commitment.

3 overarching themes

1. The first green Ministerial Conference on Environment and Health

2. Taking the lead in environment and health: building on a 20 year European process

3. For the youth, with the youth
Communication and advocacy in Parma

- Press conference in selected European cities one week in advance
- Press conferences on the opening and closing days and during the Conference
- WHY Award and Workshop
- Multimedia
- Youth events
- Advocacy materials
- Exhibition

Challenge: Parma is not a media hub.

A network of over 60 young journalists from 30 countries

DISCUSSION

Comparative data on health and environment:

- Some countries are suffering more (Eastern Europe for water and sanitation; air quality improved at different speed in different countries; inequalities for injuries).
- Countries don’t like comparative data, which allows for ranking.
- Sometimes it is difficult to measure progress when countries either cannot collect data or don’t make them available. However, changes make sense when they are measured and the environment and health process and the media can help with that.

A web media corner could be created to link/post the media articles related to the environment and health process and Parma.
Technical briefings

Air quality and Chemicals – update on actions related to RPGs 3&4

Michal Krzyzanowski, Head a.i. of the WHO European Centre for Environment and Health, Bonn Office, WHO/Europe

---

**Respiratory diseases in children**

- **Asthma:** prevalence >15% in many MS
- **Acute Respiratory Infection mortality:** ~100x differences between the MS

---

**Exposure to air pollution (PM10)**

- PM10 level > AQG for 90% children in WHO/Euro
- No improvement in urban AQ in the current decade
- No data on PM10 for ca 75% of urban population of the WHO/ Euro
Levels of particulate matter (PM) decreased significantly in the 1990s and are now five times lower in some countries than two decades ago. The bad news is that since 2003 the declining trend has stopped. The inequality gap is widening between countries. Furthermore, data are missing for a large part of urban pollution, especially in countries where there are many pollution sources and pollution may be high.
**DISCUSSION**

Who knows about these results? How do the data reach the public? How are they interpreted?

*Alex Kirby:* Air quality is one of the most important topics for stories and one of the most difficult to treat. Three stories are already available based on the information presented:

- Why has there been no improvement in urban air quality during the last decade?
- Why is there no data, or only poor data, on PM10 for 75% of the urban population in Europe?
- Fifteen out of 27 EU countries will miss the air quality target by 2010.
Water and sanitation – update on actions related to RPG1

Francesca Racioppi, Head a.i. of the WHO European Centre for Environment and Health, Rome Office, WHO/Europe

Water is a basic human right but access is still poor

Inequities exist in the basic human right to water and sanitation.
Rural areas are especially disadvantaged.

- Almost 140 million (16%) do not have a household connection to a drinking-water supply;
- 85 million (10%) do not have improved sanitation;
- Over 41 million (5%) lack access to a safe drinking-water supply.

Why is access poor?
- Leakage (high Unaccounted-for Water (UFW))
- Faulty design and construction
- Frequent service interruption and low pressure events
- High microbial-quality failure rates

The Protocol on water and health:
a milestone for public health in London 1999

The world’s first legal treaty designed to reduce water-related deaths and diseases.

Legally binding for WHO and UNECE and the countries that have agreed to play by the same rules to secure water and sanitation for all.

It is up to the countries to translate its code into the reality of greater access to safe water and improved sanitation.
DISCUSSION

Alex Kirby: Unsafe water makes a dull story in Europe, like air pollution, but the context is different. For air pollution there are the vested interests of the car industry lobbying against action to reduce exposure.

Francesca: In many countries there is a trend towards privatizing water and the industry also plays a role. This is, however, less visible than the car industry.

Alex: The work of the journalist is even more important in these cases, as it sheds light on hidden issues and brings them to the public’s attention. There are also new angles to look at, like the “virtual water” business (exports of vegetables and fruit) to sell water.
Injuries and physical activity – update on actions related to RPG2

Francesca Racioppi, Head a.i. of the WHO European Centre for Environment and Health, Rome Office, WHO/Europe

800,000 deaths from injuries each year in the European Region

- Unintentional injuries: road traffic injuries, poisoning, drowning, falls and burns/scalds (68%)
- Intentional injuries: those caused by violence (32%).

- Leading cause of death among people aged 5-44 years
- Large societal costs (2% GDP for road traffic injuries)

500,000 deaths/year could be prevented if all countries equaled the performance of the safest

Huge opportunities exist to reduce the gap

If all countries reached the same death rates as the lowest in the Region, Europe could potentially prevent 3 out of 4 children’s injury deaths.

- Europe has some of the safest countries in the world.
- These countries have:
  - embraced safety as a societal responsibility;
  - systematically focused on providing safe environments; and
  - developed evidence-based programmes.
- Their experience is a resource for the whole Region and needs to be shared.
Where is the link to physical activity?

Environmental conditions and fear may discourage physical activity

- 89% parents worry about traffic
- 50% of parents believe a child will be hit
- 25% of parents believe their child will be hit
- Nearly 50% of children < 15 years who die in road traffic injuries are pedestrians and 10% cyclists

Only 1 out of 3 children reports sufficient physical activity, and many become overweight

Trends in overweight prevalence among European school-aged children

---

Source: WHO Global Observatory for the 2005 Trends in Overweight - males and females combined (%)
Alex Kirby: Alcohol can predispose people to violence. We would like to have a more equal society (e.g. in the Russian Federation premature deaths are due to cardiovascular diseases and injuries). WHO has an holistic approach in terms of risk factors and should broaden it to include solutions.
## Results of Bonn meeting evaluations

<table>
<thead>
<tr>
<th>Question</th>
<th>Replies</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you think of the WHY Network project?</td>
<td>Good idea/useful/timely because:</td>
</tr>
<tr>
<td></td>
<td>• Opportunity to meet colleagues from other countries (mutual support)</td>
</tr>
<tr>
<td></td>
<td>• Exchange/share/compare information, ideas, experience, breaking news (use each other as a “knowledge base”)</td>
</tr>
<tr>
<td></td>
<td>• Important international link for young people – enable them to keep in touch</td>
</tr>
<tr>
<td></td>
<td>• Cooperate to safeguard future for own countries and the world</td>
</tr>
<tr>
<td></td>
<td>• Both training and networking opportunities</td>
</tr>
<tr>
<td></td>
<td>• Access to new and background information, experts and initiatives</td>
</tr>
<tr>
<td></td>
<td>• Helps to keep important themes on public agenda and encourages global efforts to save the planet</td>
</tr>
<tr>
<td></td>
<td>• Will benefit both WHO and young journalists</td>
</tr>
<tr>
<td></td>
<td>• Ensure environment and health topics discussed and published regularly and professionally</td>
</tr>
<tr>
<td></td>
<td>• Good motivation (intellectual and emotional)</td>
</tr>
<tr>
<td></td>
<td>• Possibilities for collaboration</td>
</tr>
<tr>
<td></td>
<td>• Communicate how environmental policy is really made</td>
</tr>
<tr>
<td></td>
<td>• Refresh enthusiasm for the issues</td>
</tr>
<tr>
<td></td>
<td>• Process for long-term cooperation will be the key</td>
</tr>
<tr>
<td></td>
<td>• All members are young people who are interested in the environment and are thinking, “What will we change?” (engaged and interested)</td>
</tr>
<tr>
<td></td>
<td>• Will help governments to prepare for the Parma Conference and beyond</td>
</tr>
<tr>
<td>What use would you make of the WHY network?</td>
<td>• Contacts with other network members (personal and professional) (a “human database”)</td>
</tr>
<tr>
<td></td>
<td>• Useful to have local contacts if covering issues in other countries</td>
</tr>
<tr>
<td></td>
<td>• Sharing initiatives and information about upcoming projects</td>
</tr>
<tr>
<td></td>
<td>• Use background information in future articles</td>
</tr>
<tr>
<td></td>
<td>• Gain a better insight into health and environmental issues</td>
</tr>
<tr>
<td></td>
<td>• Information and communication (authentic data from WHO)</td>
</tr>
<tr>
<td></td>
<td>• Practical exchange between WHO experts and WHY network members in different countries</td>
</tr>
<tr>
<td></td>
<td>• Find new ways to cover health topics</td>
</tr>
<tr>
<td>Question</td>
<td>Replies</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>• New data, researchers, expert opinions will enable me to produce</td>
<td>• Very useful information (good background to Parma meeting and main issues)</td>
</tr>
<tr>
<td>me to produce news stories and articles to improve understanding of</td>
<td>• Good balance between access to the Conference, scientific presentations and journalism training</td>
</tr>
<tr>
<td>health issues among readers and policy makers</td>
<td>• Nice that Conference members were so open to meeting with us</td>
</tr>
<tr>
<td>• Use resources to write for wider audience</td>
<td>• Good opportunity to get to know WHO better</td>
</tr>
<tr>
<td>• Introduce WHY to readers and promote amongst journalists</td>
<td>• Lots of ideas</td>
</tr>
<tr>
<td>• Obtain data from different regions to compare and highlight the</td>
<td>• Would have been good to have good internet connection and some time after the sessions to write an article</td>
</tr>
<tr>
<td>problems in my own country and show how other countries are dealing</td>
<td>• Inspiring</td>
</tr>
<tr>
<td>with similar problems</td>
<td>• More practical sessions – some of the lectures were too “heavy” in theory</td>
</tr>
<tr>
<td>• Start working on international/national projects, or help create</td>
<td>• Possibly even better than Madrid, due largely to the increased number of countries and experience represented</td>
</tr>
<tr>
<td>future projects</td>
<td>• Participation of WHY members in the work of the preparatory meetings was another advantage</td>
</tr>
<tr>
<td>• Partner with young journalists from around the world to help tell</td>
<td>• Visiting Deutsche Welle encouraged me greatly</td>
</tr>
<tr>
<td>their stories</td>
<td>• Good organisation</td>
</tr>
<tr>
<td>• Environmental issues are not well covered by the media in my country,</td>
<td>• Good opportunity to meet journalists, WHO experts and local delegates at the HLM</td>
</tr>
<tr>
<td>so useful to have access to data and other information, and about WHO</td>
<td>• Enjoyed the journalism discussions</td>
</tr>
<tr>
<td>initiatives in the region</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Replies</td>
</tr>
<tr>
<td>----------</td>
<td>---------</td>
</tr>
<tr>
<td>• Interesting experience for a journalist who has limited access to important data in country of origin (lots of useful information, contacts, ideas, visions, attitudes, thoughts, etc.)&lt;br&gt;• Very good group, nice people – we got on well together&lt;br&gt;• Workshops were more useful than Conference sessions&lt;br&gt;• Great mix of ages/experience&lt;br&gt;• I realized there is so much more to learn from other countries and their systems&lt;br&gt;• Would focus more on story design and analysis&lt;br&gt;• New and refreshing experience&lt;br&gt;• Valued all the expert presentations and Alex Kirby’s contributions especially</td>
<td>• Learnt a lot about WHO’s work and will use data in articles&lt;br&gt;• Connection with WHO and WHY network&lt;br&gt;• Getting to know journalists from all around Europe and about the situation (journalistic and environmental) in their countries&lt;br&gt;• Will provide great contacts and comparisons for future work&lt;br&gt;• More motivated - search for youth websites, initiatives, projects, and thoroughly research environment and health situation in my own country&lt;br&gt;• Alex Kirby’s tips and advice&lt;br&gt;• Access to data, information, sources, contacts&lt;br&gt;• The range of countries represented (especially new countries like Germany and USA)&lt;br&gt;• Opportunity to take part in the Parma process and the new 7-country project on climate change&lt;br&gt;• Improved journalism skills&lt;br&gt;• I’m hooked! My country is “tabula rasa” for environment and health issues, so I really have a lot of work to do!&lt;br&gt;• Articles will be better evidenced and more interesting&lt;br&gt;• Hopefully, being part of a new, strong and growing network of young journalists&lt;br&gt;• Useful to gain information not otherwise easy to obtain&lt;br&gt;• Most of the countries represented are not well-covered from the international media system – if we can continue to share information, this will help in our work&lt;br&gt;• Lots of ideas for articles&lt;br&gt;• Discovered lots of “hidden” stories in my country related to, e.g., air pollution, water, inequalities</td>
</tr>
<tr>
<td>Question</td>
<td>Replies</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| What was the most important thing learnt?   | • People who can help the world, make changes first in their own country  
• The connection between environment and health  
• Agenda setting in international health policy sphere  
• The information on environment and health issues  
• List of recommended sources and wide range of contacts  
• The seriousness of the topics discussed  
• Never underestimate the impact and importance of social evenings after the official schedule  
• Climate change is increasingly important and the journalist’s role is more crucial than ever  
• More confident writing about health and environment  
• Information about the WHO project in my country and about political, economic and social situations in other countries  
• Meeting people who can change society  
• We need to work together to change the current global health and environment situation  
• There are of sources of information and statistics for the issues  
• Environment and health reporting can be more interesting than other breaking news  
• Youth can be involved in saving the environment  
• Journalism is about making the important interesting (Alex Kirby)  
• The relationship between environmental issues and healthcare improvement  
• Clear data on the health benefits of climate change mitigation exist, but are not integrated into the debate  
• It’s not important to know everything about the topic, but it’s fundamental to ask the right questions  
• How important the topics discussed are in our life  
• Alex Kirby has a huge professional experience behind him and should be invited to every WHY meeting  
• Impressed by the activity and potential of European youth  
• Surprised by some of the research data by WHO concerning environmental and health risks (especially to children)                                                                                                                                                                        |
| What topic interested most?                  | • Environment and health reporting – theme and channels  
• Involvement of European youth  
• German project on climate change  
• Impact of climate change on health, and the links between health, climate, economics and equity                                                                                                                                                                                                                           |
<table>
<thead>
<tr>
<th>Question</th>
<th>Replies</th>
</tr>
</thead>
</table>
| Why World Health Youth Environment and Health Communication Network? | • Swine flu  
• Avoiding injuries in childhood and youth  
• Water (safety, sanitation, pollution, scarcity)  
• How to deal with environmental issues in a financial crisis situation  
• Air pollution  
• Injuries (new data) (and physical activity)  
• Minimizing inequalities  
• Traffic injuries  
• Bonn story development  
• Everything – I have to raise people’s awareness  
• Food safety  
• Everything connected with people’s lifestyles (safety in the home, food safety, avoiding injuries, etc) rather than global problems  
• New ways of presenting “unsexy” topics!  
• Financing action on climate change through healthcare savings  
• The impact of climate change on Central Asian countries |
| Which presentation was especially valuable?   | • Alex Kirby (8)  
• German project on climate change (2)  
• DW tour (3)  
• Michal’s presentation (6)  
• Children and water safety  
• Climate change (7)  
• Francesca’s presentations (3)  
• Water pollution (2)  
• All WHO expert presentations  
• All were good, but those containing data about my country were most useful |
| What would you change?                        | • Have all the UN conference visits on the same day to minimize running back and forth (missed parts of conference sessions and had to cut our sessions short)  
• Better internet connection/computer access for reporting (several people commented on this)  
• Free time after press conference to write an article  
• More brainstorming in groups – really useful  
• Stick to the times on the agenda  
• Include some time for sightseeing for those who have to leave immediately after the meeting (aware this is a luxury!)  
• Not enough time – so many ideas and things to discuss – maybe more groupwork will allow more time for communication with everyone (find out about situation in other countries) |
<table>
<thead>
<tr>
<th>Question</th>
<th>Replies</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Invite some of the prominent reporters who cover environmental and health issues</td>
<td></td>
</tr>
<tr>
<td>• Run 9.00 am to 4.00 pm, because after that people get tired and cannot absorb information</td>
<td></td>
</tr>
<tr>
<td>• Include some time for cultural programme – not as tourists, but to get an impression of how the host country treats its environment, then can write about environment from another point of view (in Russia, not very active in ecology/environment)</td>
<td></td>
</tr>
<tr>
<td>• Learn more about actual/future specific projects</td>
<td></td>
</tr>
<tr>
<td>• Develop, or even write, a story together</td>
<td></td>
</tr>
<tr>
<td>• More round table discussion on the issues behind what the UN are doing</td>
<td></td>
</tr>
<tr>
<td>• An interview component with experts, NGO leaders, youth</td>
<td></td>
</tr>
<tr>
<td>• Introduce the participants by email in advance of the workshop</td>
<td></td>
</tr>
<tr>
<td>• Maybe a process for meeting or pitching stories to editors or wire services</td>
<td></td>
</tr>
<tr>
<td>• More time/opportunities to talk to colleagues, to learn about environmental problems in other countries, their political situation, and other people’s point of view (this was the gist of several people’s comments)</td>
<td></td>
</tr>
<tr>
<td>• More interactive working – facilitate active discussions, more working groups (several people wanted more working groups)</td>
<td></td>
</tr>
<tr>
<td>• Nothing!</td>
<td></td>
</tr>
</tbody>
</table>

**Other comments**

Thanks for the opportunities; thanks for the support; big thanks to organisers; wonderful experience; gained invaluable contacts and information; really nice to have a photographer for the whole event; hope the network continues beyond Parma – would like to see more activity with ever-increasing number of new members; see you in Parma!
Annex 2

A list of useful web sites

**WHO/Europe web sites**

- [http://www.euro.who.int/envhealth/media/20080923_1](http://www.euro.who.int/envhealth/media/20080923_1) – World Health Youth (WHY) Environment and Health Communication Network
- [http://www.euro.who.int/envhealth/media/20081010_1](http://www.euro.who.int/envhealth/media/20081010_1) – Media Workshop Madrid, Spain, 20–21 October 2008
- [http://www.euro.who.int/envhealth/topics/20060220_1](http://www.euro.who.int/envhealth/topics/20060220_1) – list of all web sites of the WHO European Region about health and environment
- [http://www.euro.who.int/countryinformation](http://www.euro.who.int/countryinformation) – country information of the WHO European Region
- [http://www.euro.who.int/envhealth/policy/20060320_1](http://www.euro.who.int/envhealth/policy/20060320_1) – Overview of the Environment and Health Process in Europe
- [http://www.euro.who.int/eehc/conferences/20021010_1](http://www.euro.who.int/eehc/conferences/20021010_1) – The Ministerial Conferences on Environment and Health
- [http://www.euro.who.int/eehc/conferences/20080306_1](http://www.euro.who.int/eehc/conferences/20080306_1) – The Fifth Ministerial Conference on Environment and Health
- [http://www.euro.who.int/eehc](http://www.euro.who.int/eehc) – The European Environment and Health Committee (EEHC)
- [http://www.euro.who.int/envhealth](http://www.euro.who.int/envhealth) – Environment and Health Portal
- [http://www.euro.who.int/watsan](http://www.euro.who.int/watsan) – Water and sanitation
- [http://www.euro.who.int/watsan/WaterProtocol/20070116_1](http://www.euro.who.int/watsan/WaterProtocol/20070116_1) – FAQs on legal aspects of the Protocol
- [http://www.euro.who.int/violenceinjury](http://www.euro.who.int/violenceinjury) – Violence and injury prevention
- [http://www.euro.who.int/transport](http://www.euro.who.int/transport) – Transport and health
http://www.euro.who.int/mediacentre/PR/2006/20061117_1 – Facts and figures on physical inactivity and health
http://www.euro.who.int/obesity/conference2006 – WHO European Ministerial Conference on Counteracting Obesity
http://www.euro.who.int/air – Air quality
http://www.euro.who.int/chemsafety – Chemicals
http://www.euro.who.int/healthimpact/mainacts/20030224_1 – The precautionary principle
http://www.euro.who.int/globalchange – Global change and health
http://www.euro.who.int/ehhc/youth/20060220_1 – Youth involvement
http://www.euro.who.int/AboutWHO/Bridge/20080207_1 – The Bridge, a newsletter on the current activities, events and publications of WHO/Europe

**WHO/Europe databases**

http://www.enhis.org – The Environment and Health Information System (ENHIS)
http://www.euro.who.int/hfadb – European health for all database (HFA-DB)
http://www.euro.who.int/InformationSources/Data/20011017_1 – Mortality indicators by 67 causes of death, age and sex (HFA-MDB)
http://www.euro.who.int/InformationSources/Data/20070615_2 – European detailed mortality database (DMDB)
http://www.euro.who.int/InformationSources/Data/20061120_1 – European hospital morbidity database (HMDB)
http://data.euro.who.int/cisid/ – Centralized information system for infectious diseases (CISID)
http://unicorn.who.ch/uhtbin/webcat – Entries on all WHO/Europe documentation, along with that of WHO Headquarters, with online versions
http://www.euro.who.int/highlights – Highlights on health: an overview of the health and health-related situation in a given country and comparing, where possible, its position in relation to other countries in the WHO European Region
http://www.euro.who.int/InformationSources/Evidence/20011015_2
– Health care systems in transition (HiT): HiTs are country profiles that provide an analytical description of each health care system and of reform initiatives in progress or under development


**WHO Global web sites**
http://www.who.int/countries/en/ – All country information
http://www.who.int/research/en/ – WHO databases
http://www.who.int/whosis/en/ – Access to the WHO global databases at WHO Headquarters in Geneva, including detailed mortality database, statistical data from the World Health Report, and basic health indicators, the incidence of infectious diseases and other topics

**Other useful web sites**
http://www.hpa.org.uk – Health Protection Agency, Centre for Radiation, Chemical and Environmental Hazards, UK
http://www.defra.gov.uk – Defra, UK
http://www.envhealth.org – Health and Environment Alliance (HEAL)
http://www.chemicalshealthmonitor.org – Chemicals Health Monitor aims to improve public health by ensuring that key scientific evidence on the links between chemicals and ill-health are rapidly translated into effective policy
http://www.cefic.be – The European Chemical Industry Council (CEFIC)
http://www.bmj.com – British Medical Journal (BMJ), UK
http://ec.europa.eu/environment/chemicals/reach/reach_intro.htm – REACH
http://www.saicm.org/index.php?ql=h&content=home – Strategic Approach to International Chemicals Management (SAICM)
http://www.ipcc.ch – The Intergovernmental Panel on Climate Change (IPCC)
http://www.pubmed.gov – PubMed

http://www.eu4journalists.eu/ – Web site created for the European Commission’s DG Communication by the European Journalism Centre (EJC). It is available in 21 languages


**Agreements and conventions**


http://www.unece.org/env/lrtap/lrtap_h1.htm – Convention on Long-range Transboundary Air Pollution
## Annex 3

### The media workshop final programme

**WORLD HEALTH YOUTH (WHY) JOURNALIST NETWORK**

Second Environment and Health Media Workshop

**BONN**

27-29 April 2009

---

### FINAL PROGRAMME

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MONDAY 27 APRIL</strong>&lt;br&gt;Science, policy and interMEDIARies in environment and health</td>
<td></td>
<td></td>
</tr>
<tr>
<td>09.00</td>
<td>Media Workshop start: welcome address</td>
<td>Björn Ingendahl, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany</td>
</tr>
<tr>
<td>09.15</td>
<td>The WHY Network and the Bonn Media Workshop</td>
<td>Cristiana Salvi, WHO/Europe; Franklin Apfel, WHCA</td>
</tr>
<tr>
<td>09.30</td>
<td>Introductions</td>
<td>All participants</td>
</tr>
<tr>
<td>10.00</td>
<td>Keynote: Overview of the preparatory process - The road to Parma</td>
<td>Francesca Racioppi, Cristiana Salvi, WHO/Europe</td>
</tr>
<tr>
<td>11.00</td>
<td>Coffee break</td>
<td></td>
</tr>
<tr>
<td>11.30</td>
<td>Environment and health reporting: the theme and the channels</td>
<td>Alex Kirby, former BBC editor</td>
</tr>
<tr>
<td>12.30</td>
<td>Light lunch</td>
<td></td>
</tr>
<tr>
<td>13.00</td>
<td>Opening session of the Third High-Level Meeting</td>
<td>• German Federal Minister of Environment&lt;br&gt;• German Federal Minister of Health&lt;br&gt;• Deputy Regional Director, WHO/Europe</td>
</tr>
<tr>
<td>15.30</td>
<td>Bonn story development</td>
<td>Alex Kirby, former BBC editor</td>
</tr>
<tr>
<td>16.00</td>
<td>Coffee break</td>
<td></td>
</tr>
<tr>
<td>16.30</td>
<td>World Café Session 1: Selecting and planning “Bonn meeting” related story</td>
<td>Group work facilitated by moderators</td>
</tr>
<tr>
<td>17.30</td>
<td>Group feedback and discussion</td>
<td></td>
</tr>
<tr>
<td>19.00</td>
<td>Social event</td>
<td>Hosted by city of Bonn in the Kunstmuseum</td>
</tr>
</tbody>
</table>
# TUESDAY 28 APRIL
## On the road to Parma

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter/Commentator</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.00</td>
<td>Welcome: Summary of Day 1</td>
<td>Franklin Apfel, WHCA; Cristiana Salvi, WHO/Europe</td>
</tr>
<tr>
<td>09.15</td>
<td>The involvement of European youth: meeting the protagonists - developing links</td>
<td>Youth delegates</td>
</tr>
<tr>
<td>11.00</td>
<td>Coffee break</td>
<td></td>
</tr>
<tr>
<td>11.30</td>
<td>Protecting health from climate change</td>
<td>Conference session</td>
</tr>
<tr>
<td>12.30</td>
<td>Air quality and chemicals - update on actions related to Regional Priority Goals (RPG) 3 and 4</td>
<td>Michal Krzyzanowski, WHO/Europe Comments - Alex Kirby, former BBC editor</td>
</tr>
<tr>
<td>13.30</td>
<td>Lunch</td>
<td></td>
</tr>
<tr>
<td>14.30</td>
<td>Water, injuries and physical activity - update on actions related to Regional Priority Goals (RPG) 1 and 2</td>
<td>Francesca Racioppi, WHO/Europe Comments - Alex Kirby, former BBC editor</td>
</tr>
<tr>
<td>16.00</td>
<td>Coffee break</td>
<td></td>
</tr>
<tr>
<td>16.30</td>
<td>Media strategy around a WHO/Europe climate change project in seven countries</td>
<td>Bettina Menne, WHO/Europe Comments - Alex Kirby, former BBC editor</td>
</tr>
<tr>
<td>17.15</td>
<td>World Café Session 2: From Bonn to Parma – story development and WHY</td>
<td>Group work facilitated by moderators, on the future of the WHY and climate change project in seven countries</td>
</tr>
<tr>
<td>18.00</td>
<td>Group feedback and discussion</td>
<td></td>
</tr>
<tr>
<td>18.30</td>
<td>Reception</td>
<td>Hosted by North Rhine Westphalia Region</td>
</tr>
</tbody>
</table>

# WEDNESDAY 29 APRIL
## WHY? Yes!

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter/Commentator</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.00</td>
<td>Welcome: Summary of day 2 – Summation of the workshop and next steps. Distribution of evaluation forms</td>
<td>Cristiana Salvi, WHO/Europe; Franklin Apfel, WHCA</td>
</tr>
</tbody>
</table>
| 10.00 | Environment and health reporting: selecting, producing and airing stories – A tour and discussion at Deutsche Welle studios | • Introduction to Deutsche Welle (DW), its structure and mandate and short film  
• Dr Irene Quaile-Kersken, DW environment correspondent  
• Guided tour |
| 13.30 | Lunch                                                                   | Evaluation of the workshop All participants |
| 14.30 | Certificates and close                                                  |                       |
Annex 4

The media workshop list of participants

World Health Youth (WHY) Journalist Network
Second Environment and Health Media Workshop
Bonn, Germany, 27–29 April 2009

Albania

Ms Erjon Ajazi
Journalist
Daily Newspaper ‘Shqip’
St. Kavajes, pall 632, shk 1, ap 7
Tirana
Albania

Ms Erveina Bashuri
Journalist
Let’s Get Started Newsletter
Albania

Armenia

Ms Hasmik Hambardzumyan
Journalist
Information Portal ‘www.panorama.am’
Aksel Bakunts, 2-nd lane 3-rd b. fl. 17
Yerevan
Armenia
Ms Arpi Harutyunyan
Journalist
Armenia Now
26 Ghazar Parpetsi St., 9
Yerevan
Armenia

Bosnia and Herzegovina
Ms Ines Bazdalic
Journalist
BHR1 - BH Radio One
Marka Marulica 1
Sarajevo
Bosnia and Herzegovina

Bulgaria
Ms Camelia Ivanova
Journalist
Business Week Bulgaria
traiaditza 5B Str.
Sofia
Bulgaria

Estonia
Mr Meelis Suld
Journalist
Estonian Public Broadcasting
Kreutzvaldi 14
EE-10124 Tallin
Estonia
Germany
Mr Sascha Esser
Journalist
German Federal Ministry of Health
WDR online Germany
Kirchweg, 43
50858 Cologne
Germany

Iceland
Ms Una Sighvatsdottir
Journalist
Morgunbladid
Freyjugata 25B, 101
Reykjavik
Iceland

Italy
Ms Maurita Cardone
Journalist
La Nuova Ecologia
Via Assisi 26
00181
Italy

Kazakhstan
Ms Galiya Idoyatova
Journalist
Liter Newspaper
Irchenco st. 14
Astana
Kazakhstan
Ms Irina Mednikova  
Journalist  
‘ZaDelo’ Youth Newspaper  
Apt. 9,51, Timiryazev ave.  
050000 Almaty  
Kazakhstan

**Kyrgyzstan**

Mr Samagan Aitymbetov  
News editor  
AKIpress News Agency  
Moskovskaya Str., 189  
720010 Bishkek  
Kyrgyzstan

**Lithuania**

Ms Dalia Lenkauskaite  
Journalist  
Lithuanian News Agency  
Gedimino pr. 21/2  
01103 Vilnius  
Lithuania

**Norway**

Mr Amund Trellevik  
Journalist  
Dagsavisen  
kjolberggata, 13a  
0653 Oslo  
Norway
Republic of Moldova
Ms Daniela Galai
Journalist
‘TIMPUL de dimineata’
Chisinau
Republic of Moldova

Russian Federation
Ms Valentina Perevedentseva
Journalist
Birzha Plus Kariera
Russian Federation

Tajikistan
Ms Jamila Majidova
Journalist
Central Asia and the Caucasus
Dushanbe
Kazakhstan

The Former Yugoslav Republic of Macedonia
Ms Elena Acevska
Journalist
street 12 N8 Radisani
1000 Skopje
The Former Yugoslav Republic of Macedonia
United States of America

Mr Richard Graves
Journalist
LinkTV’s Earth Focus, Fired up Media
4701 Connecticut Ave NW, Apt 108
20008 Washington DC
United States of America

Ms Elisa Walton
Journalist
California Energy Circuit
Plac Grunwaldzki 30, 200
Wroclaw 50363
Poland

Uzbekistan

Ms Lyudmila Stayshyunayte
Journalist
National Agency Uzbekistan Today
Chilanzar 14-4a - 24
Tashkent
Uzbekistan

Mr Bakhrom T. Tuychiev
Journalist
National TV and Radio company of Uzbekistan
25, B. Khujametov Street, Kibray distric
Uzbekistan
Speakers

Dr Franklin Apfel
Managing Director
World Health Communication Associates
Little Harborne, Church Lane
Compton Bishop, AXBRIDGE
Somerset BS26 2HD
United Kingdom

Dr. Björn Ingendahl
Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
Robert-Schuman-Platz 3
D - 53175 Bonn
Germany

Rena Javaid
Youth representative

Alex Kirby
Freelance Journalist
28 Prince Edward's Road
Lewes, East Sussex BN7 1BE
United Kingdom

Dr Irene Quaile-Kersken
Environment Correspondent
Deutsche Welle
Kurt Schumachfer-Str. 3
53113 Bonn
Germany
World Health Organization
Regional Office for Europe

Dr Michal Krzyzanowski
Regional Adviser

Dr Bettina Menne
Medical Officer, Global Change & Health

Ms Emanuela Polidori
Secretary

Ms Francesca Racioppi
Scientist, Accidents, Transport & Health

Ms Cristiana Salvi
Communication Officer
The WHY communication network concept

Fifth European Ministerial Conference on Environment and Health
Building a World Health Youth (WHY) Communication Network

Aim: To catalyse the further involvement of young journalists in the European Environment and Health process and in so doing develop capacity, enhance quality and quantity of coverage and build a sustainable communication network across the WHO European Region.

Plan: WHO Regional Office for Europe with partner agencies will identify, engage, train and support selected young environment and/ or health journalists from European countries to report on and monitor progress towards key environment and health goals related to air, water, chemicals, injuries and climate change central to the Fifth Ministerial Conference in Italy.

Background: From its very beginning in the Frankfurt meeting in 1989, the Environment and Health Ministerial process in Europe has emphasized the importance of engaging the media as a partner, as a way not only of disseminating knowledge to various target audiences but also of tracking/monitoring action related to Ministerial commitments. To this end a media development and support strategy has been developed around each Ministerial Conference.

The Budapest Conference Declaration (2004) affirmed the importance of and need for communication with the public at large on environment and health. In keeping with its focus on young people, the conference proactively engaged young reporters and provided some exclusive briefings and access to experts. The output of this group was rated highly. The current project builds on that experience and proposes to engage a cohort of young journalists from major European media outlets earlier in the preparation process and involve them directly in preparing background stories and documents for the Fifth Ministerial Conference in Italy.
**Methodological approach:**

To this end, the following developmental steps were proposed:

**Pre-phase**

1. WHO Partnership and Communications has contracted with World Health Communication Associates to assist with the coordination of this project.
2. Partner agencies are invited to provide financial, technical and managerial support to the project.
3. A call for interest was posted on the WHO health and environment website and:
   - all countries focal points were invited to nominate and support the involvement in the process of a young journalist from their country;
   - key media outlets across the Region were contacted to nominate and support the engagement of their own young reporters;
   - partner agencies were asked for nominations;
   - journalists involved in the Budapest 2004 meeting were invited to submit nominations.

WHO selects participants in two phases based on the criteria listed below.

**Phase 1**

1. Participants were invited to attend a first WHY media workshop and cover news for their outlets related to the International Public Health Symposium and the Second High Level Preparatory Meeting, 20-25 October 2008 in Madrid, Spain ([http://www.euro.who.int/symposium2008](http://www.euro.who.int/symposium2008)). A second WHY media workshop took place 27-29 April 2009 on the occasion of the Third High Level meeting in Bonn, Germany (this report is its outcome). A third WHY media workshop took place 8-9 June 2009 on the occasion of the Nordic Baltic Workshop on family Violence, in Riga, Latvia.
2. In addition to news stories related to those meetings, participants in the Madrid workshop agreed a template for a longer feature piece (print, audio-visual or digital) that would look at key achievements and ongoing challenges in environment and health in their respective countries or sub-regions over the last 20 years (since the first Ministerial Conference in Frankfurt 1989).
Phase 2

1. Based on the template, a broader set of journalists from each country was invited to develop a feature story on key improvements in countries over the last 20 years in health and environment. WHO/Europe and partners facilitate access to experts and data for all journalists invited to participate in the project. These feature story themes are developed and possibly published in national media outlets by participants.

2. All stories entered into a WHO/Europe competition. Winning stories will be published by WHO as a multimedia background history of the environment and health process in Europe for the Italy meeting, with the indicative title of “Voices and faces of the 20-year environment and health process”. Winning submissions are selected by a panel of judges appointed by WHO/Europe and partners. Winners will be announced before the Ministerial Conference.

Phase 3

1. Winning journalists will be invited to the meeting in Italy on 10-12 March 2010 to receive their awards.

2. Another WHY Communication Network meeting is scheduled to be held in Italy during the Ministerial Conference.

3. All participants become part of an ongoing communication network (including through internet technologies) which will track Ministerial commitments regarding environment and health. All participants are linked through selected social networking tools.

Criteria for selecting young journalists:

1. Age 18-30
2. Demonstrated interest in environment and health reporting
3. A completed application which includes writing sample, statement of interest and recommendations from referees
4. Language capacity: mother tongue plus English (and/or Russian)
5. Support from editors, with agreement to publish stories developed
6. Support of national delegation (a plus)
7. Support from partner agency (a plus)
8. Based in hitherto unrepresented MS (a plus)
9. Funding availability
Proposed outputs and products:

1. Set up of a Regional cohort of young environment and health journalists (training, support and agreement on a common reporting format);

2. Enhanced coverage of the environment and health preparatory process and Ministerial conference;

3. Contributions of feature stories to a background history of the environment and health process in Europe to be published for distribution at the Ministerial Conference in 2010. The publication will explore environment and health challenges and progress to date in selected countries.
The WHO Regional
Office for Europe

The World Health Organization (WHO) is a specialized agency of the United Nations created in 1948 with the primary responsibility for international health matters and public health. The WHO Regional Office for Europe is one of six regional offices throughout the world, each with its own programme geared to the particular health conditions of the countries it serves.

Member States

Albania
Andorra
Armenia
Austria
Azerbaijan
Belarus
Belgium
Bosnia and Herzegovina
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Georgia
Germany
Greece
Hungary
Iceland
Ireland
Israel
Italy
Kazakhstan
Kyrgyzstan
Latvia
Lithuania
Luxembourg
Malta
Monaco
Montenegro
Netherlands
Norway
Poland
Portugal
Republic of Moldova
Romania
Russian Federation
San Marino
Serbia
Slovakia
Slovenia
Spain
Sweden
Switzerland
Tajikistan
The former Yugoslav Republic of Macedonia
Turkey
Turkmenistan
Ukraine
United Kingdom
Uzbekistan

More information about the WHY Environment and Health Communication Network is available on the WHO/Europe web site
www.euro.who.int/envhealth/media/20080923_1

Contacts
Partnership & Communication
WHO Regional Office for Europe
European Centre for Environment and Health
Via Francesco Crispi, 10 00187 Rome - Italy
E-mail: press.he@ecr.euro.who.int
Web site: http://www.euro.who.int/envhealth

World Health Organization
Regional Office for Europe
Scherfigsvej 8, DK-2100 Copenhagen Ø, Denmark
Tel.: +45 39 17 17 17, Fax: +45 39 17 18 18
E-mail: postmaster@euro.who.int
Web site: http://www.euro.who.int