

# **Demonstrating impact in the media**

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# Why work with the media?

- Increase public understanding of science and public health
- Fulfil your duty as a publicly funded scientist
- Raise the profile of the institution you work for
- Encourage potential students and funders
- Provide the facts
- Reassurance or warning
- **Demonstrate impact of your research**



# Proactive media activity

- Planning – anything from two weeks to 12 months
- Agree publication date with journal
- Develop media strategy
- Produce extra media materials
- Create targeted media list
- Brief external commentators
- Assist with comment pieces
- Social media plan
- Coordinate dissemination by partners, journal and funder
- Include on websites, e-newsletters, social media
- Exclusives, features, documentaries, blogs, expert database and reactive comment



- Alerted press office when submitting to journal
- Press release, video of experiment, photos, b-roll for TV news
- Issued under embargo two days before publication to 500+ relevant media contacts from our database plus via *EurekAlert!*

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# Case study: Twins experiment reveals genetic link with mosquito bites

- 54 media enquiries
- 1,378 online articles



## Mosquitoes 'lured by body odour genes'

By Smitha Mudasaid  
Health reporter

23 April 2015 | Health



The likelihood of being bitten by mosquitoes could be down to genes that control our body odour, a preliminary study in Plos One suggests.

中国日报中文网

总被蚊子叮？研究发现这得怪父母

中国日报网 2015-05-06 09:20:41

打印 发送 评论 我来说两句

移动用户编辑短信0000108580009009，即可免费订阅30天中国日报双语手机报。



Richard T. Nowitzki/Corbis  
研究发现，体味散发的气味会在不同程度上吸引蚊子。

中国日报网5月6日电（记者）如果父母遗传

## Mozzie in my genes

SOME people are genetically more attractive to mosquitoes while others repel them, a study shows. Scientists tested the insects on identical twins – who share the same genes – and non-identical ones, whose genes differ. Mosquitoes were put in a Y-shaped tube, so they could choose who to bite. They found identical twins had a more similar level of attractiveness. The results build on previously links to people's body odour being a key. Dr James Logan, who led the London study, said pills could one day boost a person's ability to repel. He added: "We can use this for better ways of keeping safe from bites."



Health

HEALTH RESEARCH

## Your Chance of Getting Mosquito Bites Could Be Genetic

Alexandra Sifferlin | @acsifferlin | April 22, 2015

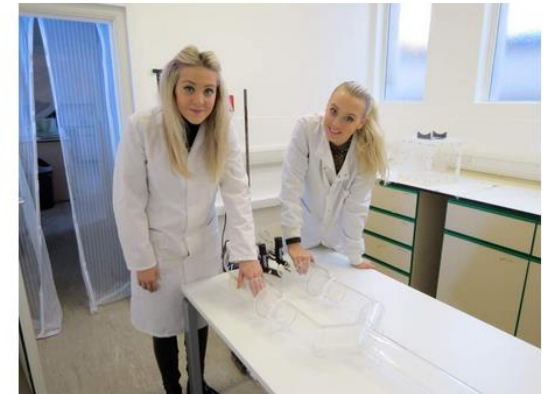


### A new study focuses on sets of twins

If you're always getting mosquito bites, you may be able to blame your genes, a [new study](#) suggests.

To understand whether the traits that make a person more or less attractive to mosquitoes are genetic—odors for instance—researchers conducted a study looking at 18 sets of identical twins and 19 sets of non-identical twins. Their findings were published in the journal *PLOS ONE*.

The researchers released mosquitoes into a Y shaped tube that allowed the mosquito to pick a



Identical twin sisters participate in an experiment to see how attractive their hands are to mosquitoes.

## If mosquitoes bite you but ignore your other half, blame your genes

By Ben Spencer  
Science Reporter

IF you frequently find yourself covered in mosquito bites, while your other half escapes without so much as an itch, you can blame your genes. Scientists believe some people are simply less attractive to mosquitoes. In experiments they found that people's body smells attracted the insects in different ways – and this was strongly influenced by genetics. The scientists, led by the London School of Hygiene and Tropical Medicine, found that pairs of identical twins – who share 100 per cent of their genes, are equally attractive to mosquitoes. But non-identical twins, who only share about 50 per cent of their genes, differ in the degree to which they attract the bugs.

### 'Natural repellents'

The research, published last night in the journal *PLOS ONE*, provides strong evidence that a person's chance of being bitten is genetically driven. The results show that the trait is linked to genes in a similar way that height and IQ are genetically driven. The findings build on previous work linking body odour to the chances of being attacked by mosquitoes. The researchers, also including scientists from Nottingham University, Rothamsted Research in Hertfordshire, and the University of Florida, believe some people produce a natural insect repellent that keeps them safe. They believe that, with further research, it may be possible to take



Selective: A mosquito

### Greedy pest that sniffs out its victims

- Drinking just one bottle of beer can make you more attractive to mosquitoes, according to studies.
- Human bodies produce around 500 chemicals that waft off our skins into the air, many of which can be detected by mosquitoes' tiny feathery antennae.
- You are more likely to be bitten after

- exercise, because the insects are also attracted to body heat and the chemical octenol which is released in sweat.
- Mosquitoes can drink up to three times their weight in blood – but it would take about 12 million bites to drain all the blood from a person's body.
- Females can lay up to 300 eggs at a time.

were allowed to fly down either side towards the odour from the study participants' hands to see to which twin they were most attracted. Lead scientist Dr James Logan, of the London School of Hygiene and Tropical Medicine, said: "By investigating the genetic mechanism

behind attractiveness to biting insects such as mosquitoes we can move closer to using this knowledge for better ways of keeping us safe from bites and the diseases insects can spread through bites. "If we understand the genetic basis for variation between individuals it could be possible to develop ways to control mosquitoes better. "In the future we may even be able to take a pill which will enhance the production of natural repellents by the body and ultimately replace skin lotions."

b.spencer@daily Mail.co.uk

# Case study: Twins experiment reveals genetic link with mosquito bites

- 6,260 views of video on YouTube, embedded by LA Times



Mosquito twin study



6,260

+ Add to    < Share    ... More

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- B-roll used by Sky News and Associated Press TV (syndicated to 280+ TV stations around the world)
- 1,732 views of School website news story

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# Case study: Twins experiment reveals genetic link with mosquito bites

- Reached millions on social media



15 mosquito facts that will haunt your dreams [bzfd.it/1MbPbVC](http://bzfd.it/1MbPbVC)



## 15 Mosquito Facts That Will Haunt Your Dreams

Mosquitoes are more likely to bite if you drink beer.  
[buzzfeed.com](http://buzzfeed.com)

RETWEETS 36 FAVORITES 56



1:50 AM - 6 Aug 2015



Your genes may attract or repel mosquitoes, study shows [cbsn.ws/1Ghd5H7](http://cbsn.ws/1Ghd5H7)

RETWEETS 39 FAVORITES 25



11:00 AM - 25 Apr 2015



Mosquito 'lured by body odour genes' [bbc.in/1zO6B08](http://bbc.in/1zO6B08)



## Mosquitoes 'lured by body odour genes' - BBC News

The likelihood of being bitten by mosquitoes could be down to genes that control our body odour, a pilot stu...  
[bbc.co.uk](http://bbc.co.uk)

RETWEETS 34 FAVORITES 16



1:36 AM - 23 Apr 2015



Why Do Mosquitoes Like To Bite You Best? It's In Your Genes [n.pr/1PjM7VZ](http://n.pr/1PjM7VZ)



## Why Do Mosquitoes Like To Bite You Best? It's In Your Genes

Researchers set hungry mosquitoes loose on identical and fraternal twins. They found that inherited genes do pl...  
[npr.org](http://npr.org)

RETWEETS 18 FAVORITES 10



9:22 PM - 22 Apr 2015



Chance of being bitten by mosquitoes is written in your genes  
[telegraph.co.uk/news/science/s...](http://telegraph.co.uk/news/science/s...) by [@sarahknapton](https://twitter.com/sarahknapton)



RETWEETS 39 FAVORITES 25



# Case study: Twins experiment reveals genetic link with mosquito bites

- 19,000 views of paper on *PLOS ONE* website in first week



The screenshot shows the PLOS ONE website interface. At the top is the PLOS ONE logo and navigation links: Publish, About, Browse, and a Search bar with an advanced search link. Below the header, the article is identified as 'RESEARCH ARTICLE' and 'OPEN ACCESS'. The title is 'Heritability of Attractiveness to Mosquitoes' by G. Mandela Fernández-Grandon, Salvador A. Gezan, John A. L. Armour, John A. Pickett, and James G. Logan. It was published on April 22, 2015, with DOI: 10.1371/journal.pone.0122716. On the right, a statistics box shows 0 Saves, 1 Citation, 31,916 Views, and 455 Shares. At the bottom, there are tabs for Article, Authors, Metrics, Comments, and Related Content, along with buttons for Download PDF, Print, and Share.

Article	Authors	Metrics	Comments	Related Content
				

Download PDF

Print Share

- Co-author at The University of Nottingham said this was more accesses than he has had in total for every other paper he has published throughout his career
- Funders produced special case study



# **Case study: Twins experiment reveals genetic link with mosquito bites**

- Produced coverage report one week after publication
- Issued questions to researchers three months after publication to measure impact beyond these figures
  - Positive comments from colleagues here at the School and other institutes
  - 50+ emails from members of the public
  - Used press office metrics for new grant submission
  - Invited to speak at numerous conferences and events
  - Contacted by prospective MSc and PhD students
  - Contacted by new potential collaborators
  - Interest from large multinational companies



# Using quotes to demonstrate impact

- Implications of research findings

Senior author **Dr James Logan**, Senior Lecturer in Medical Entomology at the London School of Hygiene & Tropical Medicine, said: "By investigating the genetic mechanism behind

Co-author of the **First Malaria vaccine**, Professor **David Smith** from the London School of Hygiene & Tropical Medicine, said: "Approval by the European Medical Agency of the RTS,S malaria vaccine is an important step forward in efforts to control malaria, which is still responsible for approximately half a million deaths a year despite increasing deployment of existing tools such as insecticide treated bednets and treatment of clinical cases of malaria with artemisinin based combination therapies. New tools for malaria control are needed. RTS,S is the first vaccine against a parasite of man to achieve this recognition and this is, therefore, an important landmark.

Professor Sir **Brian Greenwood**, Professor of Clinical Tropical Medicine at the School, said: "RTS,S is an imperfect vaccine, providing only partial protection against clinical malaria, but it has the potential to help in the control of malaria in areas where existing control measures are not effective enough. With approval by the EMA, WHO and national malaria control programmes in endemic areas will now be in a position to review whether RTS,S could contribute to their national malaria control programme and, if so, how the vaccine could be deployed to maximum effect.

Lead author of the **First Malaria vaccine**, Professor **David Smith** from the London School of Hygiene & Tropical Medicine, said: "As a scientist who has been involved in research on RTS,S since the first clinical trial of the vaccines conducted in The Gambia in 1998, I am delighted that the many years of work undertaken by scientists in Africa and across the globe has led to its approval by the EMA and opened up the opportunity to find out how best we can use this vaccine to further enhance the success in control of malaria that has been achieved during the past decade."

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# Comment pieces & our blog

- Demonstrate thought leadership
- Build your profile
- Go beyond the findings / press release
- Call for action

*“What struck me was the number of people who said ‘I enjoyed your piece in the Guardian’, none of whom (I don't think) had read the actual paper in The Lancet! I had a few emails/letters from members of the public thanking me. I was invited to collaborate a project proposal as a direct result. I was invited to comment on other research on sexual coercion on the radio as a direct result. I definitely think it is worth the effort!”*



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theguardian

home > opinion columnists

**Rape**  
Comment is free

Victims of sexual coercion are often blind to the crime  
**Wendy Macdowall**

New statistics show assault is often explained away as misunderstanding or a script of male initiative and female passivity

Tuesday 26 November 2013 08:00 GMT



Some societies normalise sexual coercion to the extent that victims fail to recognise when a line has been crossed. Photograph: Gareth Fuller/PA

We have known for some time that the number of convictions for rape and sexual assault are only the tip of the iceberg. Now, thanks to a survey of more than 15,000 women and men across Britain, we have a clearer idea of the true scale of the problem. In Britain one woman in 10 and one man in 70 have experienced sex against their will since they turned 13. More than half of them have never told a soul.

For those who support victims of sexual violence, these findings – from the third National Survey of Sexual Attitudes and Lifestyles, published on Tuesday – will be a bleak confirmation of what they already suspected. For the rest of us, they are sobering statistics that indicate for the first time just how prevalent sexual coercion is among ordinary people living ordinary lives.





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