Demonstrating impact in the media

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Improving health worldwide

www.lshtm.ac.uk
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
Case study: Twins experiment reveals genetic link with mosquito bites

- 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!
Case study: Twins experiment reveals genetic link with mosquito bites

- 54 media enquiries
- 1,378 online articles
Case study: Twins experiment reveals genetic link with mosquito bites

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

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

- Reached millions on social media

BuzzFeed

15 mosquito facts that will haunt your dreams bzf.d.it/1MbpVbC

Why Do Mosquitoes Like To Bite You Best? It's In Your Genes n.pr/1PjM7vZ

Your genes may attract or repel mosquitoes, study shows cbsn.ws/1Ghd5H7
Case study: Twins experiment reveals genetic link with mosquito bites

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

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 Even Newborn action plan, Professor Sir Brian Greenwood, Professor of Clinical Tropical Medicine at the School, 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.

“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.

“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.”
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!”