



**23rd Meeting of the
European Environment and Health Committee
(EEHC)**

27 – 28 February 2007, Brussels, Belgium

with a focus on

BUDAPEST CONFERENCE DECLARATION Paragraph 21b: *'We agree to meet again at a fifth European ministerial conference on environment and health to be held in 2009. We invite WHO to convene an intergovernmental meeting to carry out a midterm review of the process by the end of 2007.'*

EUR/5067850/16

December 2006

ORIGINAL: ENGLISH

**Communication strategy on Intergovernmental Ministerial Conference (IMR)
January-June 2007**

Building up to IMR

- Identification of one key message/story to deliver at the launch of the IMR: likely to be the new Environmental Burden of Disease (EBD) on environmental tobacco smoke (ETS), still to be confirmed, or the new EBD study from Imperial College (commissioned by EEA)
- In the preceding six months, use two technical events in the environment and health programme to carry press notes etc on the forthcoming IMR. The international events could be also launched at national level in Austria so to trigger the attention of the country's audience towards the IMR
- Media trip to hot spots, ie areas with high environmental contamination (in April or May). This serves to trigger involvement of main reporters and basis for strong articles in the month before the IMR.
- Increase frequency of Health and Environment newsletter (to bimonthly, i.e.3 issues in 2007 before IMR). Have special issues on specific topics.
- Publish a couple of articles in the Bridge (WHO Europe internal and external magazine) for internal and external awareness.
- Launch "DVD showcase" – asking MS to contribute two minute videos made by children/students/people under 28 on health and hazards.
- Editorials on children and hazards to be written and offered to key papers in the Region

Media activities around the IMR itself

We know from experience that having press conferences (in Rome and London) the week before, increased the visibility of the Budapest Conference. We also know that two recent major WHO



events in Vienna attracted poor attendance and coverage by contrast (on air quality and on injury prevention) Therefore we recommend:

- Publication of the new EBD in the Lancet
- Launch of the story in one of the two countries where ECEH is based, ie Berlin one week before the IMR (e.g. Tue 5 June also coinciding with the Environment Day). This will benefit from:
 - Pan-European interest alerted and international focus on Austria
 - Full media and political attention ensured through Germany EU Presidency Jan-Jun 2007
 - German language spoken in both Austria and Germany
- Youth press event
- Opening press conference on Wednesday 13 June in Vienna with the participation of WHO, Austria, DG Environment...
- Closing press conference on Friday 15 June in Vienna with the participation of WHO, Austria, DG Sanco...
- Interviews in key Austrian and international media

Materials at the Conference

- One press release at the EBD launch
- Two press releases (opening and closing press conferences)
- Fact Sheets (on the diverse EBDs and relevant issues)
- Update of Budapest Collection with all new EBDs for children
- DVD showcase compilation
- Possible 5 minute film, budget permitting
- Leaflet on IMR
- Brochure on the Special Programme on health and Environment including the 15 year catalogue of publications
- Display of Health and Environment publications and PC slide show
- CD with entries of Good Practice Award

Web

Create a page on the IMR in the EEHC site and link to it from the HE.

We should host the pages for the IMR and the 2009 conference in the same site, taking into account that at some point closer to the conference it will be taken out and become a corporate site. There will be mutual links between EEHC site and the portal.

Award

The Communication Team would help to publicise the results of the Award, but would not be associated with the organization of it.

We propose that there is a photo competition attached to the Award. This will make the awarding ceremony much more interesting for the conference participants, and help the media coverage. The pictures in the CD-Rom can be distributed to media for publication.