



TO: Chair and Members of the Board of Health
FROM: Bryna Warshawsky, Acting Medical Officer of Health
DATE: 2013 January 17

MEDIA SUMMARY REPORT - JANUARY 2012 TO DECEMBER 2012

Recommendation

It is recommended that Report No. 010-13 re “Media Summary Report - January 2012 to December 2012” be received for information.

Over the course of 2012 there were 1,389 media reports noting the involvement and activities of the Health Unit in the community. This total is a decrease (9%) when compared to the 1,516 media stories in 2011, yet represents a significant increase (17%) over the 1,188 media reports recorded in all of 2010. Media coverage in 2012 equates to an average of just over 3.8 Health Unit media stories per day.

Health Unit media coverage in 2012 includes several major stories that received considerable attention from reporters and news editors across the Middlesex-London region. The top story of 2012 was influenza, with coverage that was split between the end of the mild 2011-2012 influenza season and the early start of the 2012-2013 influenza season, which is turning into one of the most active in years. The Health Unit's tobacco control program was also given significant media attention, including the effort to create a municipal by-law regulating smoking in outdoor public spaces, automatic prohibitions given to retailers who contravened the *Smoke-Free Ontario Act*, and the outdoor *Smoke-Free Movie Night* held on September 21st. The third most covered story of the year was related to mosquitoes, specifically the Vector-Borne Disease Program, including West Nile Virus surveillance, human cases of the disease and the mosquito situation in Parkhill. Other stories which garnered significant media attention were: matters related to the Health Unit's budget, extreme temperature alerts, *Adventures in Sex City II*, and the Health Unit's efforts to raise awareness about the dangers associated with home-based tattooing.

Radio reports were the main source of information about the Health Unit, noting its programs and services 887 times; followed by print media with 294 stories; television news reports featured the Health Unit 181 times, and talk shows had Health Unit guests on their programs 24 times.

In all, 39% of stories came after news releases were issued, while 34% were initiated by the media themselves; slightly more than 6% of media coverage came as a result of Board of Health reports, while program promotion accounted for about 21% of stories (e.g. advertising, regular television appearances, etc.). For a detailed overview, please refer to the attached Media Summary Report ([Appendix A](#)).

This report was prepared by Mr. Dan Flaherty, Manager, Communications.

A handwritten signature in black ink, appearing to read 'Bryna Warshawsky'.

Bryna Warshawsky, MDMC, CCFP, FRCPC
Acting Medical Officer of Health

<p>This report addresses Policy #9-40 Media Relations, as outlined in the MLHU Administration Policy Manual.</p>
