

Taking the Temperature: The Future of Global Health Journalism February 2011

A report for the Kaiser Family Foundation by journalists Nellie Bristol
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- Industry financial struggles have impacted global health reporting.
- Less in-the-field reporting; “hyperlocal news” focus; HIV/AIDS “fatigue.”
- A few mainstream outlets, especially outside the U.S., maintain coverage; some with support from outside funding.
- Stories tend to focus on infectious disease and disasters.
- Reporters find U.S. global health policy difficult to cover.
- Web-based publications and specialized audiences drive some rise in global health journalism.
- Advocacy groups produce “news,” utilize social media.

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- Outside funding of global health journalism represents a bright spot, but is it sustainable? Does it interfere with journalistic independence?
- As donors spend record levels on global health and attempt to move toward more “sustainable” programs, can journalism effectively cover these changes?
- Are the new and evolving specialty and online outlets reaching policymakers and the public with independent coverage that will help them understand global health issues?
- What does the rise in advocacy journalism mean for mainstream journalism?
- How will the continual evolution of social media impact coverage of global health issues?

Fever = Malaria: Slowly changing the mindset





Drug shop employee trained to administer malaria RDTs in Kumi District Uganda.

Map courtesy of Wikipedia

If it isn't malaria, then what is it?



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