

RELEASE IN PART
B6

From: Mills, Cheryl D <MillsCD@state.gov>
Sent: Tuesday, June 5, 2012 11:18 AM
To: H
Subject: FW: International Media Coverage of the Secretary's global health speech

From: Lorrie McHugh-Wytkind [redacted]
Sent: Tuesday, June 05, 2012 6:21 AM
To: Smith, Jeannemarie E
Cc: Mills, Cheryl D; Quam, Lois E; Klein, Jennifer L; Goosby, Eric; Gavaghan, Ann; Daniel, Joshua J; Vogelstein, Rachel; Jones, Kerri-Ann
Subject: Re: International Media Coverage of the Secretary's global health speech

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A few thoughts:

- * I know S isn't fond of repeating messages in speeches, but there are some points she hit on in the Norway speech that will be really well received at IAS and we should consider reiterating them. We have a captive media audience there and Eric and others could amplify at the daily press conference.
- * Josh may kill me, but the global health vision piece would be a great article - it's all there, we'd just have to edit it.
- * The vision should be amplified in upcoming remarks by other State Department officials. Eric is planning on doing so later this month. One thought is for us to put together a "quote sheet" from the speech to share within the Department and with the stakeholder community. I know the stakeholders received the speech, but it may have gotten lost on a Friday afternoon. I'm here at the Global Fund and they hadn't seen it. I asked them to read it yesterday and they want to amplify the messages.

On Jun 4, 2012, at 5:04 PM, Smith, Jeannemarie E wrote:

Nice. Altho not much about the larger global health message frame - much more about maternal health initiative.

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From: Mills, Cheryl D
Sent: Monday, June 04, 2012 4:03 PM
To: Quam, Lois E; Smith, Jeannemarie E; Klein, Jennifer L; Goosby, Eric; Gavaghan, Ann; Daniel, Joshua J; 'lorriemchugh' [redacted]; Vogelstein, Rachel; Jones, Kerri-Ann
Subject: FW: International Media Coverage of the Secretary's global health speech

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Thank you all so much for your help and guidance in delivering this baby!

See below.

cdm

From: Hammer, Michael A
Sent: Monday, June 04, 2012 12:43 PM
To: Mills, Cheryl D
Cc: Laszczych, Joanne
Subject: International Media Coverage of the Secretary's global health speech

International Press Coverage

The Secretary's Global Health Initiative speech received worldwide coverage, including in Norway (*Aftenposten*, *Nordlys*, *iTromso*, *NRK*, *TV2*,) France, *Bahrain News Agency*, Israel's *Jerusalem Post*, Lebanon, Japan, Malaysia, Singapore, Thailand, India, the UAE, Sovereign Broadcasters (*Radio Netherlands*), and several international wires (*AFP*, *NTB/ANB [Norway]*, *Reuters*, *Xinhua*).

Much of the reporting was based on a Reuters story (pasted below) about the bilateral pledge of \$150 million for a maternal health initiative. Many articles, provided detailed coverage of the initiative and its objective, contextualizing its importance. For example, Singapore's *Straits Times*, reported "The US and Norway each pledged to give in the range of US \$75 million to help protect mothers during labor, delivery and the first 24 hours after birth. The money would go into the Saving Mothers, Giving Life initiative, a partnership financed with public and private funds that seeks to reduce the death of mothers immediately before, during and soon after they give birth."

India Times likewise reported that the Secretary explained the "US would provide \$75 million to a private-public effort to improve the health of mothers and their babies in developing countries."

The AFP and UAE's *Gulf Today* quoted you as saying, the initiative, "doesn't focus on a single intervention, but on strengthening health systems to protect mothers when they're most at risk -- during labor, delivery and the 24 hours after birth." *Gulf Today* also explained that the initiative was beginning with projects in Zambia and Uganda, and would take the most effective lessons drawn from those experiences and apply them in other countries."

Vancouver DESI provided specific examples, explaining, "Rather than focusing on a single step to reduce maternal mortality, Clinton said the aim was to strengthen health systems more generally, saying the existence of 24-hour clinics, the availability of skilled doctors, nurses and midwives and the reliability of transportation networks all play a role." Malaysia's *The Star* and Israel's *Jerusalem Post* noted that you also emphasized that "surviving childbirth and growing up healthy should not be a matter of luck or where you live or how much money you have. It should be a fact for every woman everywhere."

Norwegian articles focused on the bilateral partnership. *Norway News* wrote, "The initiative, which was launched by Secretary Clinton, is a partnership with the Government of Norway, Merck for Mothers, the American College of Obstetricians and Gynecologists and Every Mother Counts." *Norway Buzz* reported, "The US and Norway are working to improve maternal and child health in Africa, Clinton explained." *News in English* comments "the Norwegian funding matches the US funding for the program and gave Clinton another reason to thank Norway during her visit."

Amplification Efforts

In the run-up to the event, our Office of Digital Engagement worked with our Office of Broadcast Service (OBS) and Office of Web Management to facilitate a livestream of your speech. OBS contracted with Norwegian Broadcasting to transmit broadcast quality video of both your speech and the joint press avail with the Norwegian Foreign Minister. We then disseminated the video to broadcasters across the globe via fiber and

satellite and pulled country-specific video clips or the speech and distributed them directly to the PAOs in Sierra Leone, Zambia, Botswana, Nepal, and India. The video clips were also distributed widely to broadcasters and subscribers to State On Demand. Both events were posted on State.gov and YouTube.

ODE also drafted a one-page social media playbook for Posts in the field, offices in DC, and relevant partner organizations. This provided instructions for using the livestream and Twitter, sample advertisement tweets, and sample Facebook/Google+ posts to use. During the speech, we live-tweeted your remarks in English. Additional amplification of your remarks went out on Twitter in Arabic, Turkish, and Spanish.

Our efforts resulted in eight top political tweets (identified by Twitter) on a wide range of topics from political transition in Syria to our support for Europe's difficult decisions regarding the Eurozone, climate pollutants and clean air awareness, and the importance of maternal health. Interestingly, we also saw a large uptick in the number of local followers, with many Swedes and Norwegians re-tweeting our messages, which will hopefully create a larger regular following in those countries.

For further amplification, our Africa Hub hosted a conference call today on global health featuring S/GHI Lois Quam and Ambassador Eric Goosby. Nearly 20 journalists participated, including a BBC World Service Radio correspondent, and our Embassies in Addis Abba, Kampala and Pretoria hosted watch parties. BBC plans to run a story tomorrow on the World Update radio program.

Reuters Article

U.S., Norway pledge \$150 million for maternal health

Saturday, June 2, 2012

OSLO (Reuters) - The United States and Norway each pledged on Friday to give in the range of \$75 million to help protect mothers during labor, delivery and the first 24 hours after birth.

The money would go into the "Saving Mothers, Giving Life," initiative, a partnership financed with public and private funds that seeks to reduce the death of mothers immediately before, during and soon after they give birth.

Recalling the 1980 birth of her daughter, Chelsea, U.S. Secretary of State Hillary Clinton mused about how she would have felt had she not had a healthcare facility with skilled doctors and nurses and the equipment and expertise to handle emergencies.

"How fortunate I was. But surviving childbirth and growing up healthy should not be a matter of luck or where you live or how much money you have. It should be a fact for every woman everywhere," Clinton said as she announced the \$75 million U.S. contribution at a health conference in Norway.

A U.S. official said \$60 million had already been approved by the U.S. Congress, and the other \$15 million was part of the Obama administration's budget request for the year beginning October 1.

At the same conference, Norwegian Foreign Minister Jonas Gahr said Norway would devote up to about \$80 million to the effort, whose partners include drug maker Merck & Co and nonprofit Every Mother Counts.

Norway's pledge is also subject to parliamentary approval.

Rather than focusing on a single step to reduce maternal mortality, Clinton said the aim was to strengthen health systems more generally, saying the existence of 24-hour clinics, the availability of skilled doctors, nurses and midwives and the reliability of transportation networks all play a role.