

Global Health News Discourse Findings

Global Health Replenishment
Research Project

Media Ecosystems Analysis Group

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Methods Note

MEAG administers and uses the [Media Cloud database](#), containing over 2 billion news stories published between 2011 and present, from over 60,000 news publications in over 195 countries. The database represents the most comprehensive open source collection of news globally, and has a robust user base of academics, advocates, and journalists.

To collect relevant content for this effort, MEAG updated and modified a complex keyword query for global health that had been employed in prior global health research for the Foundation. Notably, the keyword query included terms for pandemic preparedness, but did not pull in stories that only mentioned Covid or the pandemic without other global health keywords; this was done to increase precision and specificity of the results, since previous research has noted a large volume of news stories include a contextual tie-in to Covid, but are not primarily about health.

The research encompasses **four donor nations** (France, Germany, United Kingdom, and United States) and **four Global South countries** (Kenya, Nigeria, Senegal, and India). Publications of study were those included in Media Cloud's geographic, national-level news collections for each of the selected countries. The timeframe for articles analyzed was **November 1, 2023 through January 31, 2024**.

Analysis was undertaken in three languages: German (Germany), French (France, Senegal), and English (India, Kenya, Nigeria, United Kingdom, United States). Three levels of analysis were completed for all countries:

1. Attention: the volume of coverage about the topic of global health and specific subtopics of interest, relative to the overall media production in the country;
2. Language: the narratives, phrases, and keywords emerging as most salient in coverage;
3. Entities: the people and organizations most prominent in coverage.

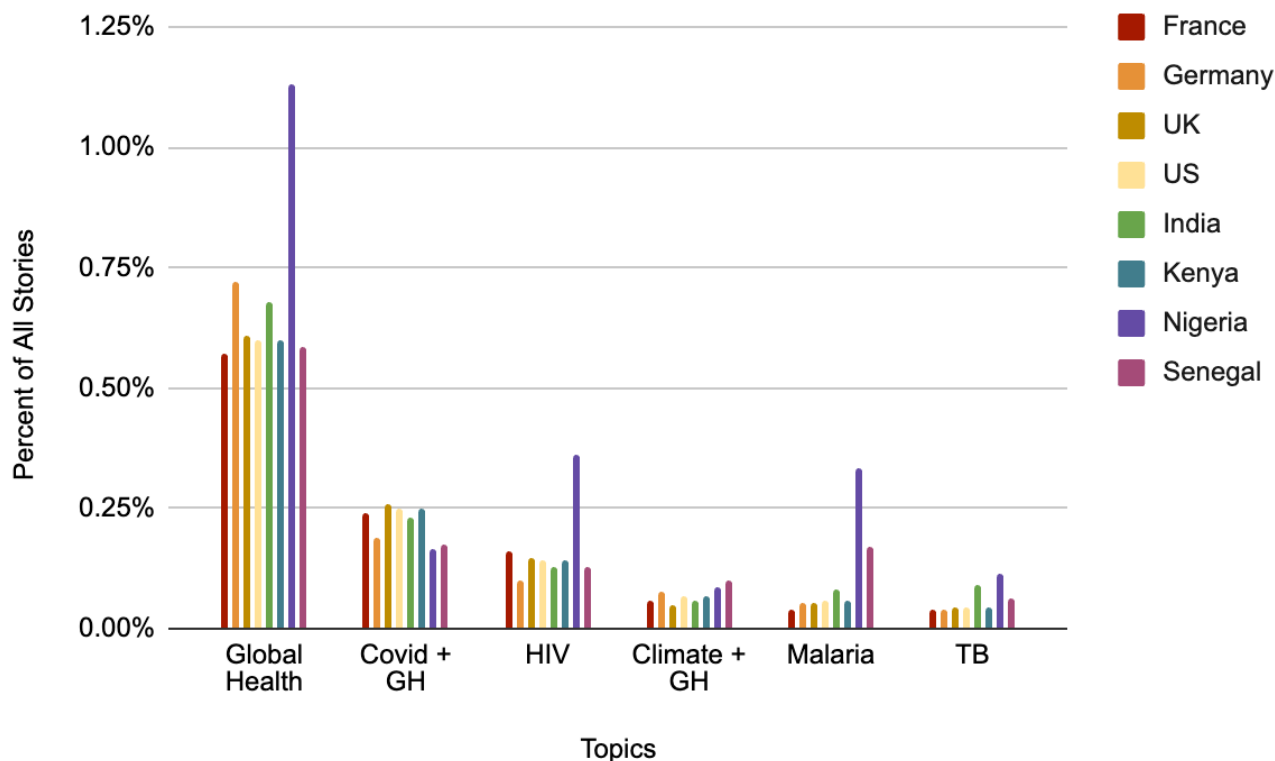
Key Takeaways

1. **Global health stories account for between 0.6%-0.7% of all news in nearly all countries of study.** In Nigeria, 1.1% of articles pertain to global health. Typically, this is more coverage than the issue of gender equality, but less than climate change, the economy, or a high-stakes current global event (in this case, the war in Ukraine).
2. Global health stories in **donor countries are more likely to be focused on Covid** than other subtopics; global health stories in **Global South countries are more likely to be focused on HIV and malaria.**
3. The **World Health Organization** is the most influential entity in global health news across countries. Other influential entities include federal and state government agencies and actors, pharmaceutical companies, and large nongovernmental organizations.
4. **Climate issues emerged from the data as another key subtopic within global health news;** though never the most prevalent subtopic, it accounts for around 10% of global health stories across countries of study. Climate is often cross-cutting into other subtopics, cited as a key factor in rising rates of disease and a threat to global health systems.
5. Inclusion of mentions to children and women is common in global health coverage and subtopics across all countries. This emphasis on the **impact to vulnerable populations is a popular and likely salient frame.**
6. **There is a significant focus on Africa within coverage of global health.** All but one of the non-African countries in the study had Africa/African among the top keywords for global health stories and/or subtopics.
7. Many of the key stories that drove coverage to the issue used a **risk angle.** Risks were specific to the country of publication (water resources in Senegal, travelers health in Germany), and ranged from immediate (higher rates of sexually transmitted diseases) to long term (the next pandemic).

Cross Country Analysis

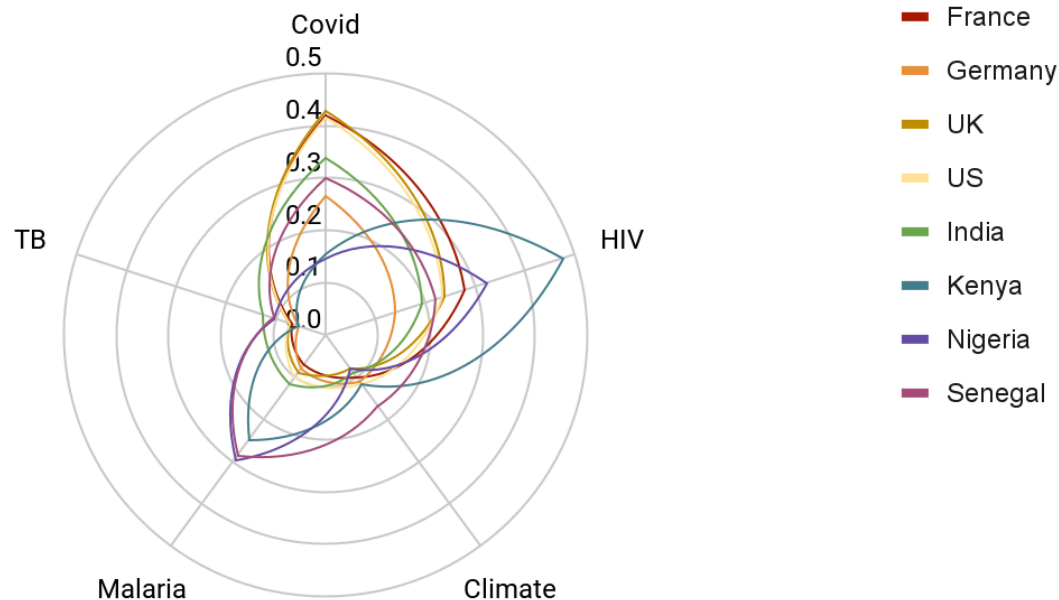
As seen in Figure 1, the global health topic and subtopics are generally mentioned in **less than 0.75% of news stories** during the study time period. **Nigeria** is an outlier in news, **paying notably more attention to the topic of global health** than other markets, with similarly high attention to HIV, malaria, and tuberculosis. Overall, malaria and tuberculosis receive greater attention in Global South countries than in donor countries.

Figure 1. Comparative Attention to Global Health Topics



In Figure 2, the difference in focus areas between the donor countries and Global South countries becomes even clearer. Whereas **donor countries generally have nearly 40% of global health articles mentioning Covid** (with Germany falling shorter at 26%), **Global South countries tend to focus most primarily on HIV and malaria**. In Kenya and Nigeria in particular, HIV accounts for between one-third and one-half of global health stories. **Subtopic attention tracks more similarly across donor markets**; in the Global South countries, Kenya and Nigeria track closely together, while Senegal and India both have more unique attention patterns.

Figure 2. Proportion of Global Health Stories Matching Subtopics



In Figure 3, it can be seen that the **key global health organizations are mentioned in a greater proportion of global health stories in Global South countries than in donor countries.** UNICEF, Gavi, and Global Fund are particularly more prevalent in Global South countries. Implementing country global health stories mention the WHO up to a factor of 2x more frequently than donor countries. While attention to GPEI is quite low within global health stories for all countries, it is higher in Global South countries.

Figure 3. Comparative Attention to Global Health Organizations

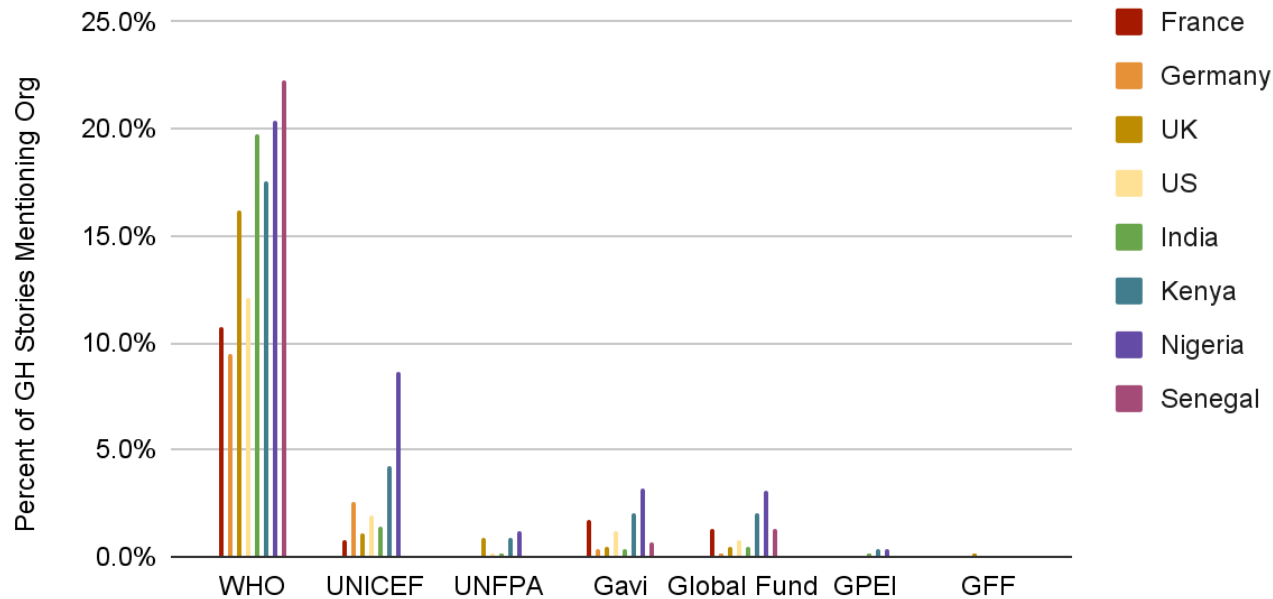


Table 1 below outlines salient news events and stories for each country in an at-a-glance format. Cells without an entry indicate there were no clear stories of focus in that subtopic area, only mentions in mixed contents. Each entry is detailed further later in this report.

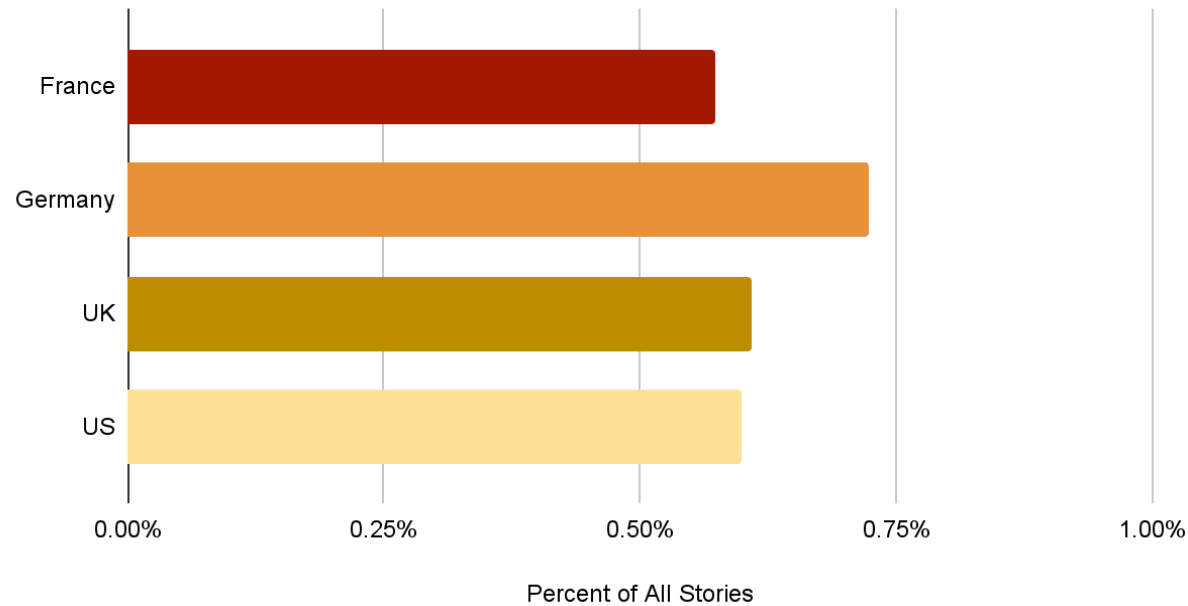
Table 1. Salient news events and stories by country within global health coverage

	Climate	Covid	HIV	Malaria	TB	Other
FR	<ul style="list-style-type: none"> • COP28, impact of climate on health 	<ul style="list-style-type: none"> • Respiratory illness in China • French social spending 	<ul style="list-style-type: none"> • World AIDS Day • Dentist who put patients at risk for HIV 	<ul style="list-style-type: none"> • WHO approval of vaccine • Vaccine launch in Cameroon 	<ul style="list-style-type: none"> • Immigration and risk of TB spread 	<ul style="list-style-type: none"> • Avian flu
DE	<ul style="list-style-type: none"> • New EU debt rules incentivize investment in climate 	<ul style="list-style-type: none"> • Wave of illness in November 2023 • Long Covid 	<ul style="list-style-type: none"> • World AIDS Day • Increased STI rates • Biontech mRNA plant in Rwanda 	<ul style="list-style-type: none"> • Biontech mRNA plant in Rwanda 	<ul style="list-style-type: none"> • Biontech mRNA plant in Rwanda • TB deaths during Covid pandemic 	<ul style="list-style-type: none"> • Health risks while traveling abroad
UK	<ul style="list-style-type: none"> • Hospitals at risk for closure due to climate • COP28 		<ul style="list-style-type: none"> • World AIDS Day • Infected Blood Scandal inquiry 	<ul style="list-style-type: none"> • Vaccine launch in Cameroon • Footballer contracts malaria 		<ul style="list-style-type: none"> • Rising measles cases
US	<ul style="list-style-type: none"> • Cholera outbreak in Zambia, linked with climate 		<ul style="list-style-type: none"> • World AIDS Day 	<ul style="list-style-type: none"> • Vaccine launch in Cameroon • CRISPR use 		<ul style="list-style-type: none"> • Social inequities and health
IN	<ul style="list-style-type: none"> • Extreme weather • Food supply 	<ul style="list-style-type: none"> • JN.1 variant • Report on vaccination safety 	<ul style="list-style-type: none"> • World AIDS Day 	<ul style="list-style-type: none"> • Linkages with dengue fever 	<ul style="list-style-type: none"> • Screening outreach program 	
KE	<ul style="list-style-type: none"> • Pandemic preparedness 	<ul style="list-style-type: none"> • Economic impact 	<ul style="list-style-type: none"> • World AIDS Day 			
NG	<ul style="list-style-type: none"> • Pandemic preparedness 		<ul style="list-style-type: none"> • World AIDS Day 		<ul style="list-style-type: none"> • 2022 cases • Drug costs 	<ul style="list-style-type: none"> • Drug development
SN	<ul style="list-style-type: none"> • President Sall's new foundation 	<ul style="list-style-type: none"> • President Sall's new foundation 		<ul style="list-style-type: none"> • Increased cases • Vaccine not yet available 		<ul style="list-style-type: none"> • Water resources • Plan for Emerging Senegal

Donor Countries

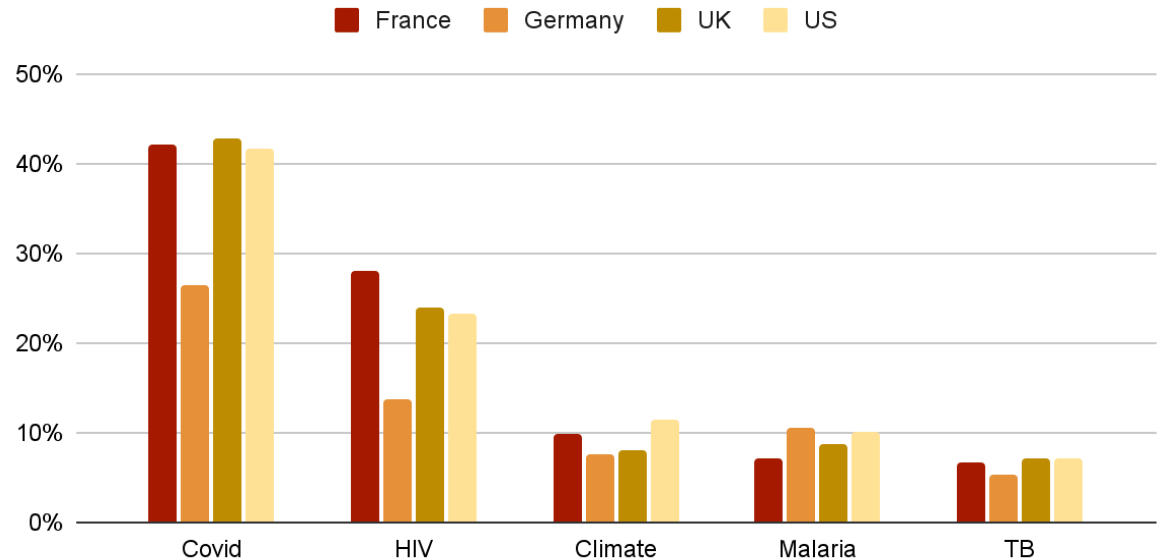
Looking more closely at donor countries only (France, Germany, UK, and US), we observe that **Germany has the highest percent of all stories focused on global health**, at 0.72% (Figure 4); this was the second highest of any country studied, following Nigeria. Interestingly, **Germany has lower levels of attention for all subtopics except malaria**, where it has the highest attention level of any donor country (Figure 5).

Figure 4. Attention to Global Health, Donor Countries Only



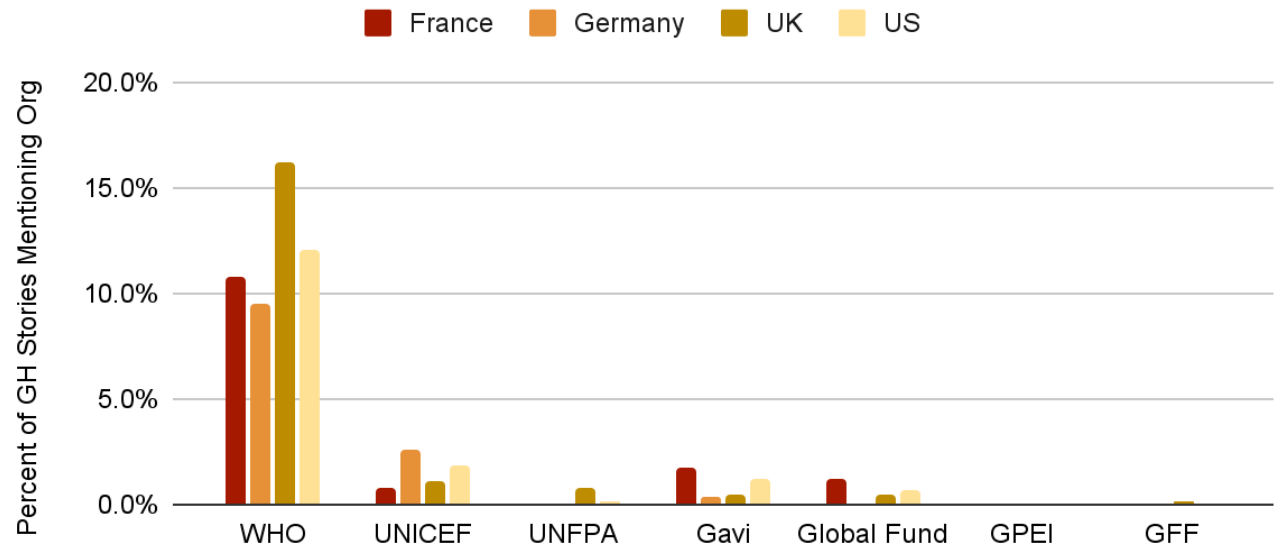
Also in Figure 5, we note that the **proportions of global health articles focusing on each subtopic are quite similar across France, the UK, and the US, despite a geographical and language difference**; they fall within five percentage points of each other on all subtopics.

Figure 5. Proportion of Global Health Stories Matching Subtopics, Donor Countries Only



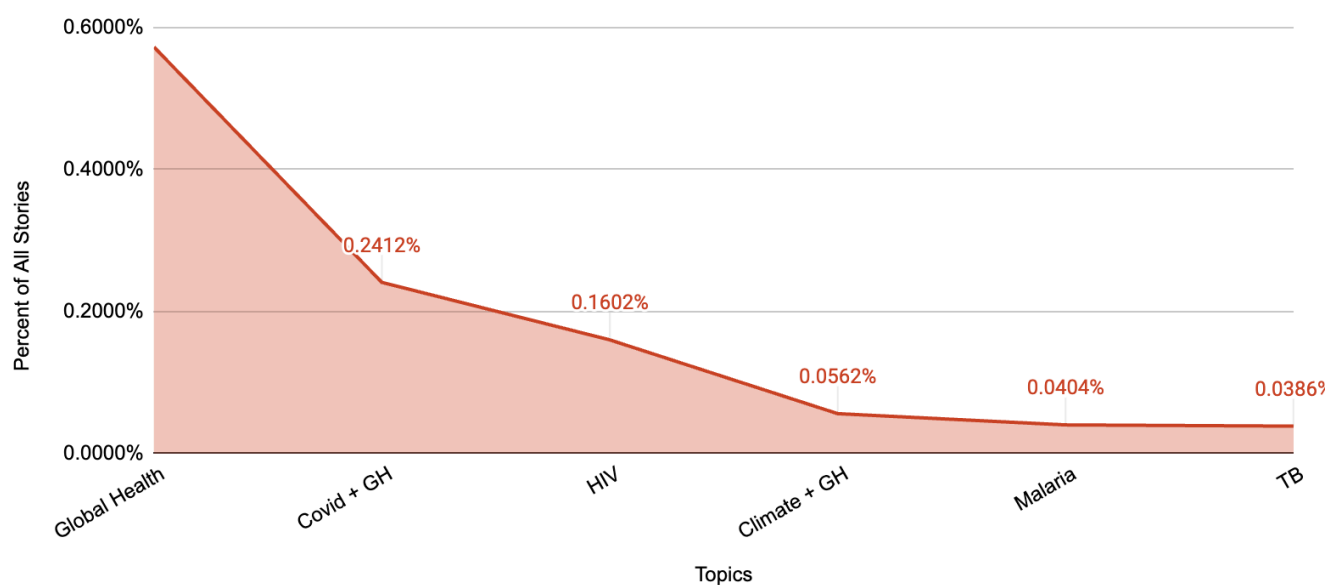
In Figure 6, there is more variation between donor countries in the organizations that are featured prominently in global health coverage. While all four nations mentioned the WHO most frequently, the UK had the highest rate at 16% of global health articles; **however, this is still lower than the WHO frequency for all four Global South countries.** Germany mentioned Gavi and Global Fund the least of any of the countries in either set. The UK was the only one of the donor countries to mention GFF in any global health stories.

Figure 6. Comparative Attention to Global Health Organizations, Donor Countries Only



France

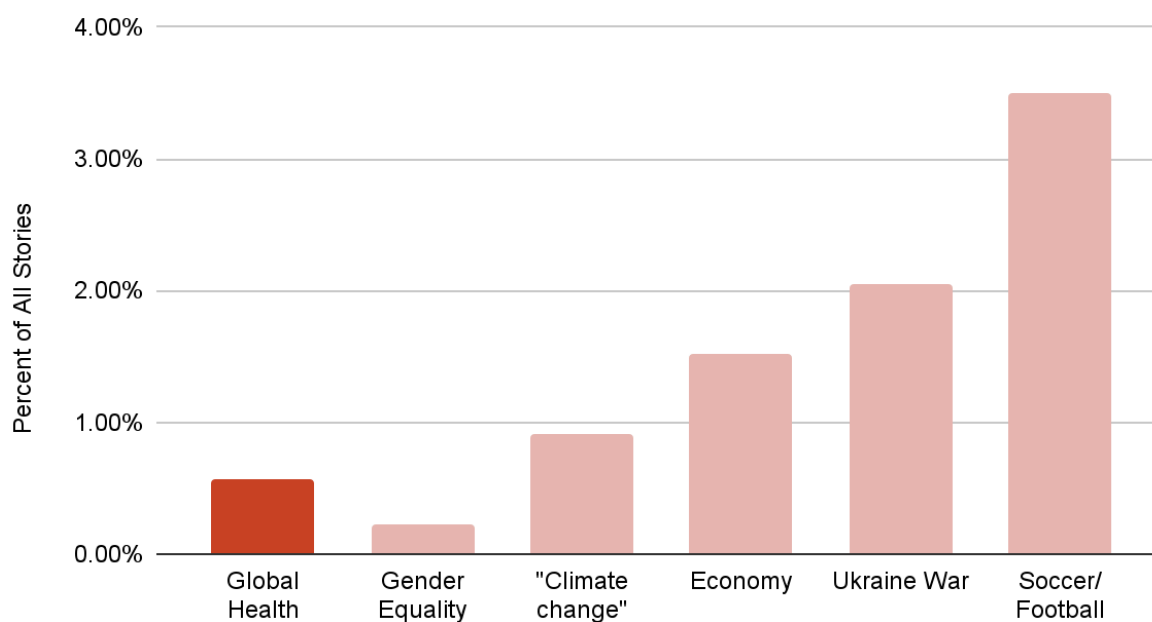
Figure 7. Attention to Global Health Topics and Entities, France



Global Health Topics

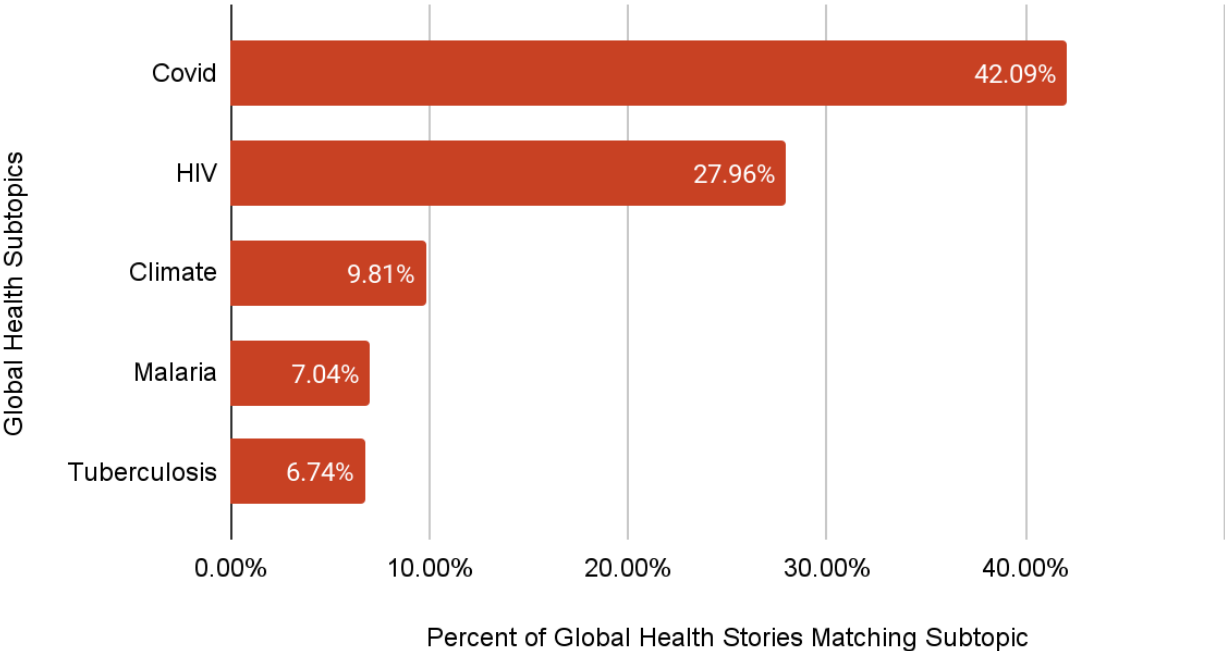
Approximately **half a percent (0.57%) of all stories** published in France during the 3-month time period matched the global health query; this amounted to 2,314 stories. As seen in Figure 8, global health was discussed **more than gender equality, but less than all other topics**.

Figure 8. Comparative Attention to Global Health, France



As seen in Figure 9, **Covid is the most prevalent subtopic in French global health coverage**, with 42% of such articles mentioning it. HIV is a distant second, with 28% of global health articles. Climate, malaria, and tuberculosis each account for less than 10%.

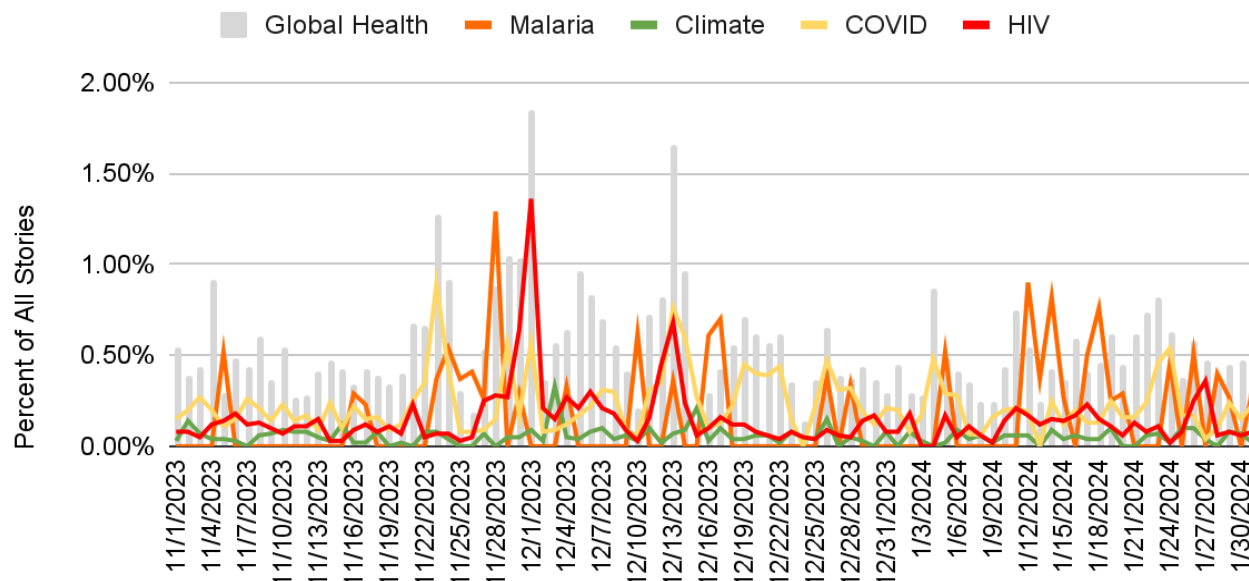
Figure 9. Attention to Global Health Subtopics, France



Examining news attention over time (Figure 10), there are two **peaks** in attention to global health that are evident in France:

- December 1, 2023: **World AIDS Day**. France has quite a bit of coverage and attention to HIV, with 1.85% of all stories matching global health on World AIDS Day, and 1.36% of all stories matching HIV specifically; this is 8.5x higher than the daily average for HIV.
- December 13, 2023: A widely reported story about a **dentist in Normandy** whose insufficient sterilization practices led to HIV and Hepatitis risk caused a peak in attention to these illnesses.

Figure 10. Attention Over Time to Global Health Topics, France



In addition to these, key events accounted for **peaks in coverage** in three other subtopics, also charted in Figure 10:

- **Malaria:** On December 26, 2023, coverage for malaria had its highest date in the period when it was mentioned in a widely reported story about the WHO calling for a **global agreement on pandemic preparation**; the mention of malaria was a contextual note that WHO had approved a malaria vaccine. A second peak occurred on January 22 regarding the **rollout of a pediatric malaria vaccine program in Cameroon**.
- **Covid:** Between November 21-23, 2023, there was increased attention to Covid within global health stories when the **WHO released a warning about respiratory illnesses in China**. A smaller peak appeared on December 14, 2023; while there were a few contributing stories, one of the key stories was reporting about how France is the **"champion of social spending"** in Europe.
- **Climate:** On December 23, 2023, there is a peak in attention to climate within global health stories due to **COP28**.

Examining **language and keywords** at scale within French global health and subtopic coverage, we observe the following:

- **Avian flu** shows up in French global health coverage, which is not observed as a prevalent focus in other countries. In December 2023, the risk level for the disease was raised from "moderate" to "high" in the nation.
- The issue of **climate and climate change** broke through in the malaria subtopic. **"Bill Gates"** was among the top keyword phrases in the climate subtopic itself, but not in any other subtopics.

- In the **tuberculosis subtopic, immigration policy was a key focus**. In January 2024, protestors pushed back against a new immigration law that, among other provisions, eliminated State Medical Aid for undocumented residents; opposition rhetoric highlighted that these individuals would still need medical care, and that **they may be carrying and spreading tuberculosis**.
- Coverage within the HIV subtopic in France focused extensively on the story of a **dentist whose inadequate sanitation practices put patients at risk** for the disease.
- There is a persistent frame of **highlighting vulnerable population groups in coverage**. “Enfants” (children) is among the top keywords for global health stories and all the subtopics except tuberculosis; within the tuberculosis subtopic, “famille” (family) is highlighted. In the malaria subtopic, “enfants africains” (African children) are specifically highlighted in coverage. “Femmes” (women) is among the top keywords for global health coverage overall in France, as well as the Covid and HIV subtopics.

Global Health Entities

Figure 11 below charts overall attention in French news to a **wide list of global health organizations**, as well as the proportion of global health articles mentioning those organizations. We see that the WHO receives the most attention by far, at one in ten global health articles. UNICEF is mentioned more often than Gavi and Global Fund overall, but accounts for less of the global health stories. GFF did not show up in any stories in France during the time period.

Figure 11. Comparative Attention to Global Health Organizations, France

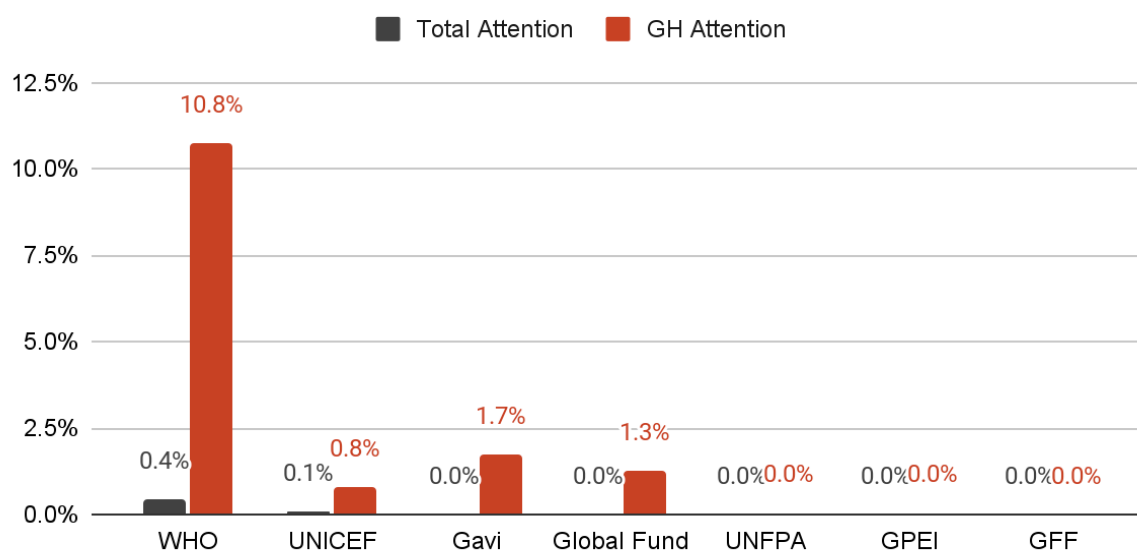


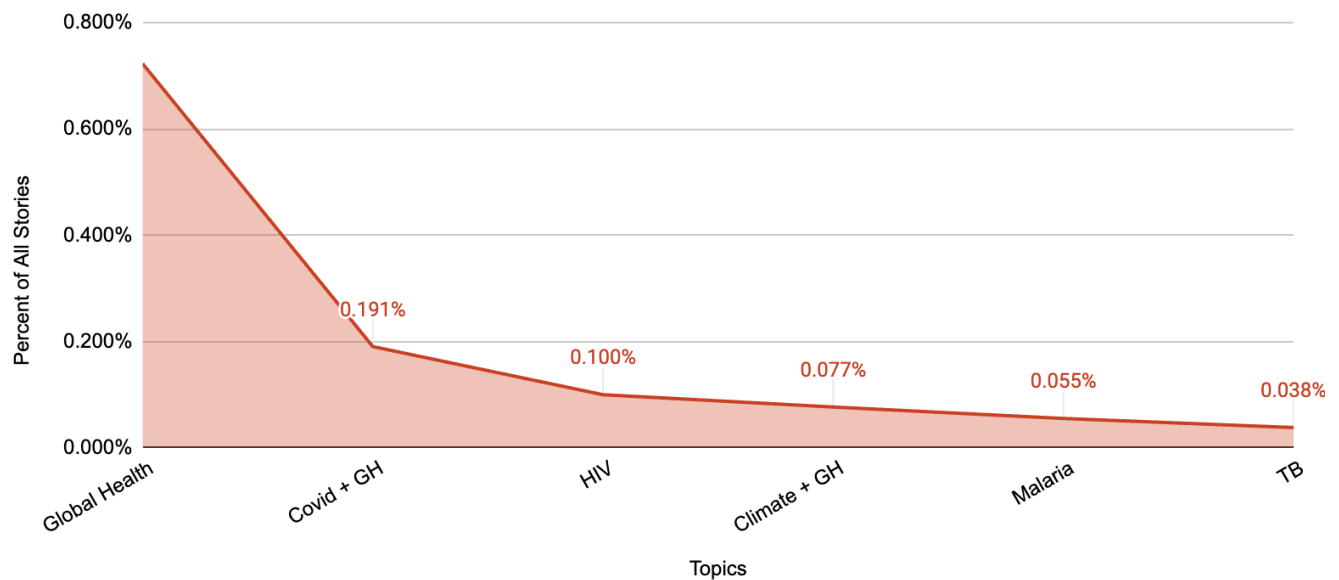
Table 2 below displays other **entities prevalent in coverage**. This is done by extracting named entities (people and organizations) from coverage and reporting on the most frequently appearing entities. Entities are categorized by type as well. Political/governmental and intergovernmental entities make up the bulk of the list. Several large non-governmental organizations are also present, including the Bill and Melinda Gates Foundation, as well as several pharmaceutical companies.

Table 2. Influential Entities in News Coverage, France

Political or governmental office/ official/ program	Intergovernmental agency /representative	NGO group/agent	Private company	Hospital/ university/ medical professional
Agence nationale de sécurité du médicament et des produits de santé (ANSM) Gabriel Attal SOS Médecins Élisabeth Borne FDA Donald Trump Aurélien Rousseau Emmanuel Macron	OMS ONU European Medicines Agency (EMA) Hans Kluge l'Union européenne Tedros Adhanom Ghebreyesus	Bill Gates Institut Pasteur Inserm	GSK Sanofi Pfizer	Didier Raoult

Germany

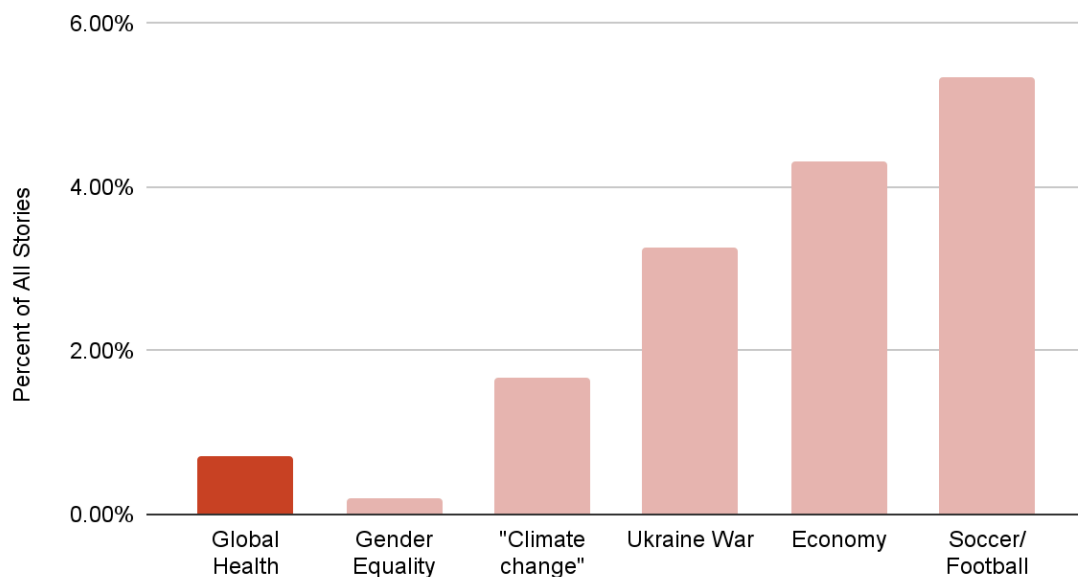
Figure 12. Attention to Global Health Topics and Entities, Germany



Global Health Topics

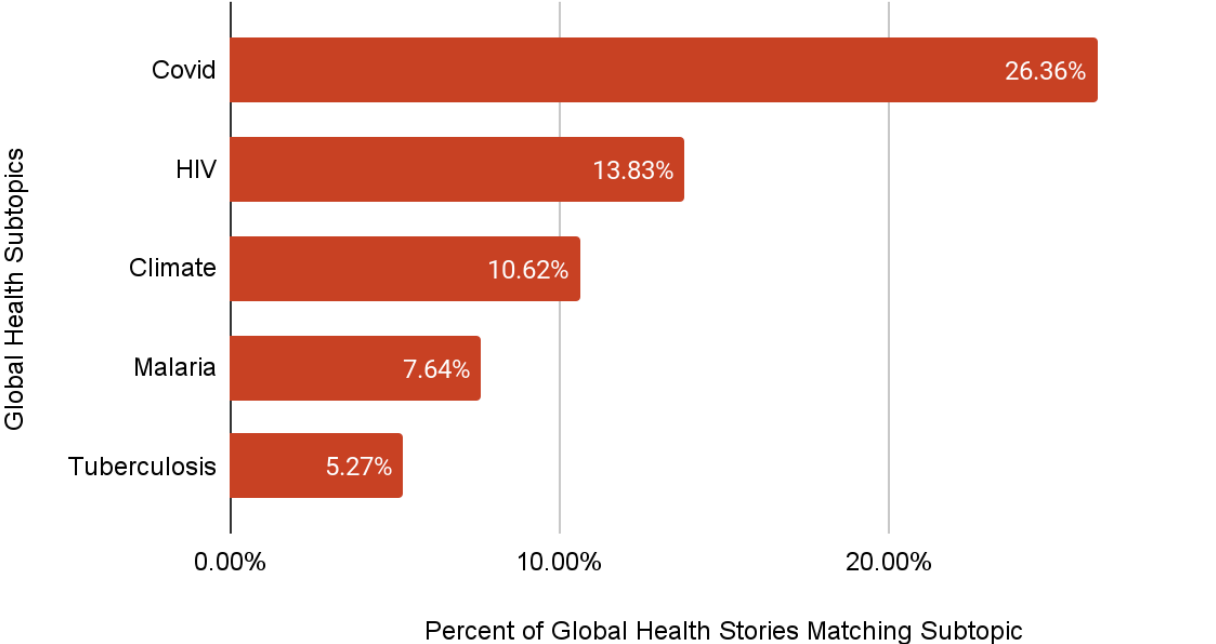
Close to three quarters of a percent (0.72%) of all stories published during the 3-month time period matched the global health query; this amounted to 1,309 stories. As noted, this was the highest attention level to global health of any of the donor countries, and the second highest in the study (after Nigeria). As seen in Figure 13, global health was discussed **more than gender equality, but less than all other topics**.

Figure 13. Comparative Attention to Global Health, Germany



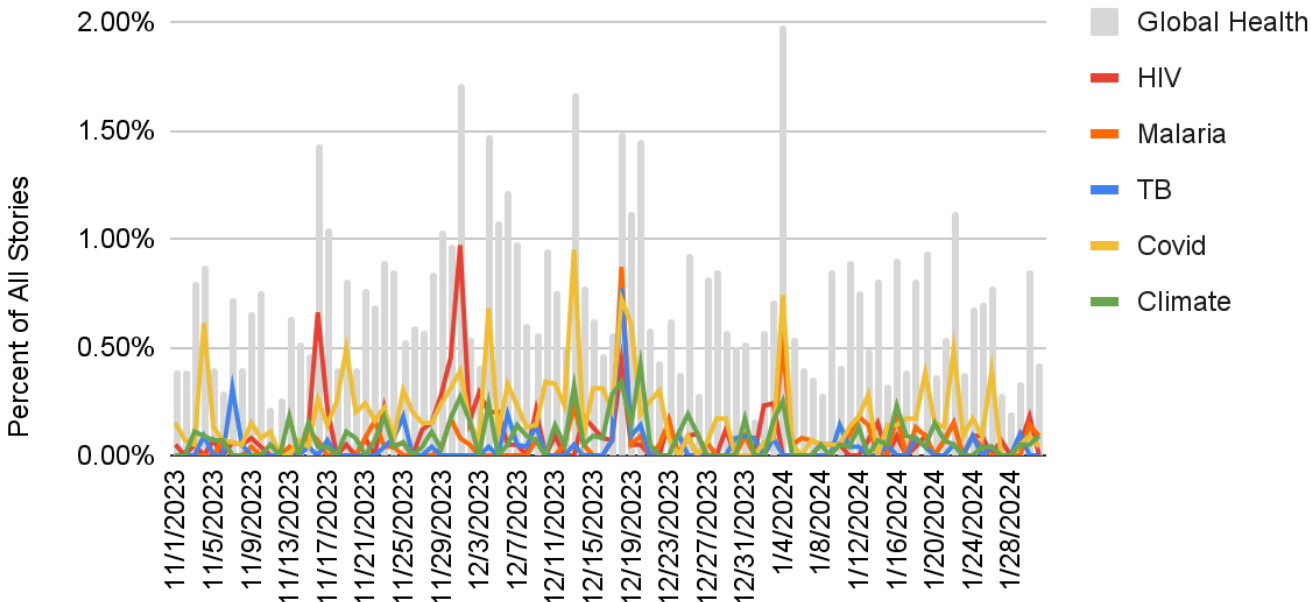
As seen in Figure 14, **Covid is the most common subtopic in Germany**, with approximately 1 in 4 (26%) of global health articles mentioning it. HIV is the second most prevalent subtopic, with 14% of global health articles, followed closely by climate at 11%. Malaria and tuberculosis each account for 8% or less of global health articles.

Figure 14. Attention to Global Health Subtopics, Germany



Examining **news attention over time** (Figure 15), the one material peak date is December 1, 2023, **World AIDS Day**; as in France, this commemorative day did increase attention to both global health and HIV specifically in Germany.

Figure 15. Attention Over Time to Global Health Subtopics, Germany



Other subtopic **key events** included (Figure 15):

- HIV: In addition to World AIDS Day, HIV coverage in Germany had a secondary peak on November 16, 2023, when there was a swath of coverage about **increasing rates of sexually transmitted infections in the country**, such as HIV and syphilis.
- On December 18, 2023, there was a widely covered story about **German pharmaceutical company Biontech launching the “first mRNA plant in Africa” in Rwanda**. German Federal Minister for Foreign Affairs Annalena Baerbock traveled to the plant for the event. While some of the coverage highlighted the technological advancement and potential of mRNA vaccines on global health, other articles lamented that German public funds and public officials were being directed at an African location. **This development caused peaks in the HIV, malaria, and tuberculosis subtopics.**
- Tuberculosis: In addition to the Biontech peak, tuberculosis saw increased coverage on November 7, 2023 when it was reported that the **WHO announced additional tuberculosis deaths due to the Covid-19 pandemic**; in particular, supply chain disruptions were cited as a contributing factor.
- Covid: Covid coverage had its highest peak on November 4, 2023, when there was reporting about a **wave of illness in the country** stemming from cold, flu, and Covid viruses.
- Climate: The highest date of attention to the climate subtopic of global health was December 20, when **new debt rules** for the European Union acknowledged the impact of the pandemic on debt, and also incentivized investment in climate protection.

Examining **language and keywords at scale** within German global health and subtopic coverage, we observe the following:

- The issue of **climate change broke through in the malaria subtopic**, as in some other countries, with “dürren” (droughts) and “klimawandel” (climate change) among the top keywords.
- There was an intersection of global health issues and **vacationing**, and the risks Germans face when traveling in other countries. “Urlaub” (vacation) and “Urlauberinnen und Urlauber” (vacationers) were in the top keywords/keyword phrases in the climate change subtopic and the malaria subtopic.
- **“Long Covid”** was a focus in the Covid subtopic.
- “Kind”, “Kinder” and/or “Kindern” (all words for **child/children**) are among the top keywords for global health stories and all subtopics. Similarly, “frau” or “frauen” (**woman/women**) were among the top keywords for global health generally, the Covid subtopic, and HIV subtopic. “Mutter” (mother) was prevalent in the Covid subtopic, and “familie” (family) was prevalent within the malaria subtopic. This continues a trend seen in France and other countries of highlighting these **vulnerable groups**.

- **“Afrika” (Africa)** is the top keyword in the malaria subtopic and the second to top keyword in the tuberculosis subtopic. While those diseases do have greater prevalence in Africa, they are also found in other areas of the world; the impact of global health issues on the wider world may be being marginalized. “Afrika” is also contained in the top keyword list for global health stories overall in Germany.

Global Health Entities

Figure 16 below charts overall attention in German news to a wide list of global health organizations, as well as the proportion of global health articles mentioning those organizations. As in France, WHO is the most frequently mentioned of these organizations, at close to one in ten global health stories. UNFPA was not mentioned in any global health stories, while **both GPEI and GFF were not mentioned in any German stories** during the time period.

Figure 16. Comparative Attention to Global Health Organizations, Germany

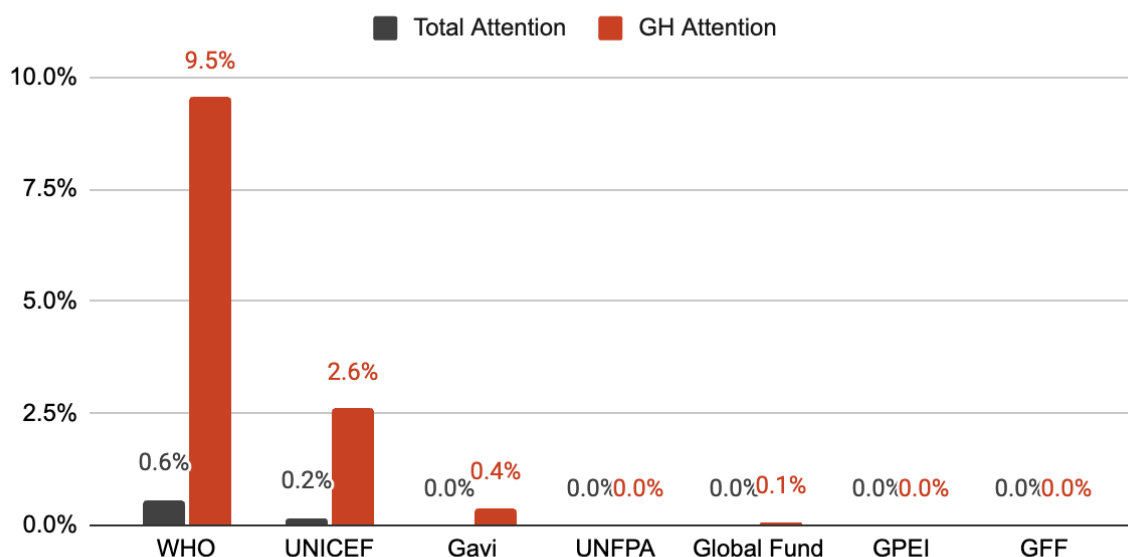


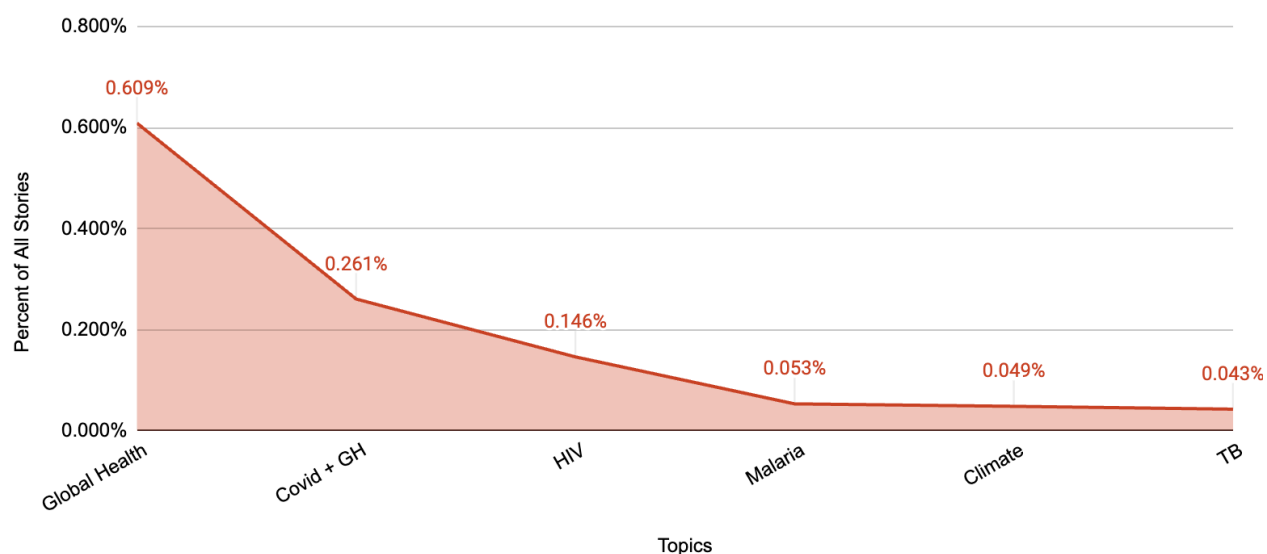
Table 3 below displays other **entities prevalent in coverage**. This is done by extracting named entities (people and organizations) from coverage and reporting on the most frequently appearing entities. Entities are categorized by type as well. **Governmental entities comprise the vast majority of the list**, with the Robert Koch Institute as the most frequently mentioned entity. Current and former US officials are also among the top mentioned. In contrast with France's results, only one intergovernmental agency is represented.

Table 3. Influential Entities in News Coverage, Germany

Political or governmental office/ official/ program	Intergovernmental agency /representative	NGO group/agent	Private company	Hospital/ university/ medical professional
Robert Koch-Instituts Karl Lauterbach Bundeszentrale für gesundheitliche Aufklärung (Federal Centre for Health Education in Germany) CDC STIKO (Standing Committee on Vaccination) Joe Biden Olaf Scholz Annalena Baerbock Donald Trump Antony Blinken Christian Lindner Wladimir Putin	WHO		Pfizer	Hendrik Streeck Norbert Brockmeyer Hajo Zeeb

United Kingdom

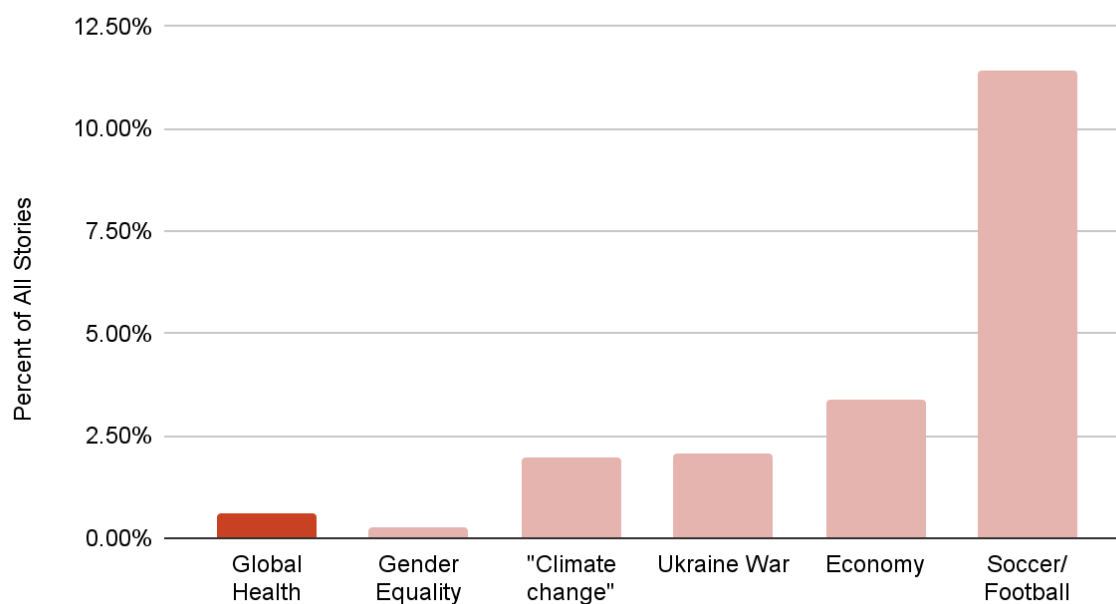
Figure 17. Attention to Global Health Topics and Entities, UK



Global Health Topics

Approximately **half a percent (0.61%) of all stories** published during the 3-month time period matched the global health query. For the UK media corpus, this amounted to 2,372 stories. As seen in Figure 18, **global health receives more attention than gender equality**. Global health is **less prevalent than climate change**, which is mentioned in more than 3x as many stories.

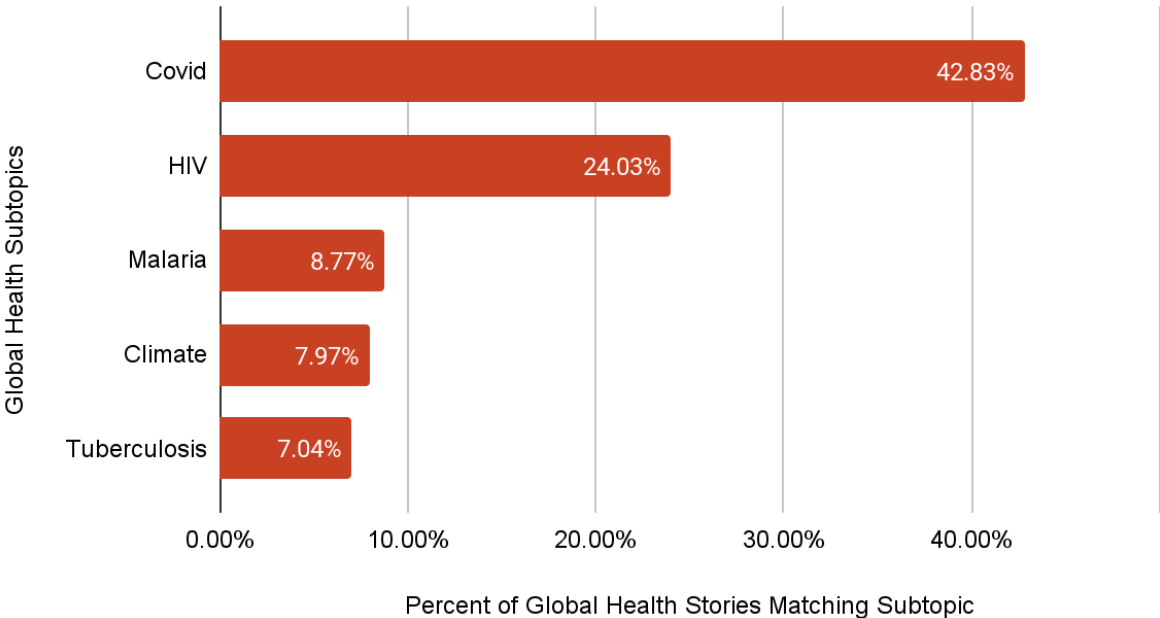
Figure 18. Comparative Attention to Global Health, UK



As seen in Figure 19, **Covid is the most common subtopic within global health coverage in the UK** as well, mentioned in 43% of global health articles. **HIV is the second most prevalent**

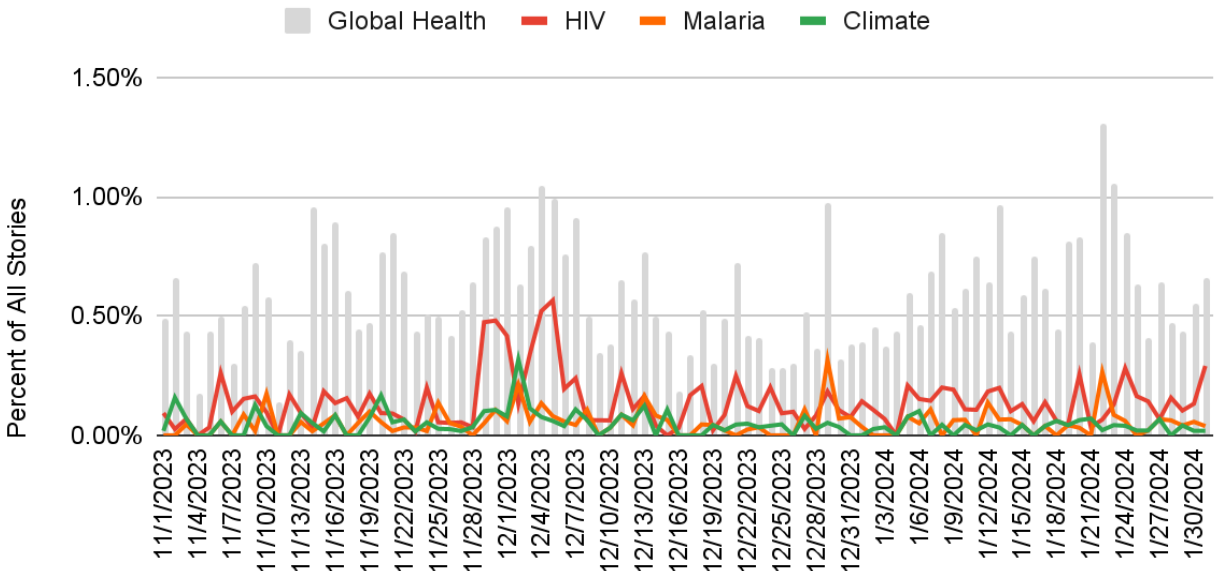
subtopic at nearly a quarter (24%) of global health stories; following are malaria, climate, and tuberculosis, each mentioned in close to 8% of global health articles.

Figure 19. Attention to Global Health Subtopics, UK



Examining **news attention over time** (Figure 20), we find that **coverage of global health** in the UK appears thematic **without clear peak dates** accounting for large percentages of the overall coverage. The highest singular date of coverage to the topic, January 22, 2024, saw attention to global health reach 1.3% of stories, more than twice the daily average for the period. News on this date covered both the **rollout of the malaria vaccine campaign in Cameroon**, as well as **rising measles cases in the UK** and the importance of parents getting the MMR vaccine for their children.

Figure 20. Attention Over Time to Global Health Topics, UK



Key events accounted for **peaks in coverage** in three of the global health subtopics:

- HIV: There was a first peak in coverage just prior to **World AIDS Day** (published November 29-30, 2023) of **Elton John addressing the UK Parliament** regarding HIV/AIDS prevention efforts. A second, slightly, higher peak in coverage occurred on December 4-5, 2023, pertaining to **legislative developments on compensation for victims of the “infected blood scandal”** of the 1970s-80s.
- Malaria: On December 29, 2023, coverage for malaria spiked when a player for A.F.C. Bournemouth **contracted the disease**. A second peak occurred on January 22 regarding the **rollout of a pediatric malaria vaccine program in Cameroon**; interestingly, these stories often focused on the role UK scientists played in the development.
- Climate: On December 2, 2023, a peak resulted from reporting about a new analysis of the **number of hospitals at risk for closure due to climate change**, as well as reports that the UK international development minister will **pledge funds at COP28 to help “climate-hit” nations**, noting the associated health repercussions.

Examining **language and keywords at scale** within UK global health and subtopic coverage, we observe the following:

- The issue of **climate and climate change** broke through in the malaria subtopic. There was discussion of climate change causing floods and natural disasters increasing the risk for malaria outbreaks.
- **“Africa” or “African”** are among the top keywords in global health coverage in the UK overall, as well as in the HIV and malaria subtopics. This mirrors data from Germany, and points to **a concern that global health may to some extent be being marginalized as an African issue in donor countries**.
- Coverage within the HIV subtopic in the UK focused extensively on the **“contaminated blood scandal”/Infected Blood Inquiry**, where the government addressed compensation for individuals infected with HIV through blood supplied from the NHS.
- **“Children”** is among the top keywords for global health stories and all the subtopics; this indicates that highlighting this **vulnerable group** is a salient frame for covering the issue and its impacts. Similarly, **“women”** is among the top keywords in global health coverage and HIV coverage.

Global Health Entities

Figure 21 below charts overall attention in UK news to a wider list of global health organizations, as well as the proportion of global health articles mentioning those organizations. Again, **WHO is the most prevalent of the organizations**. UNICEF and UNFPA each occur in close to 1% of global health articles. The UK is the only donor country to mention GFF in global health coverage.

Figure 21. Comparative Attention to Global Health Organizations, UK

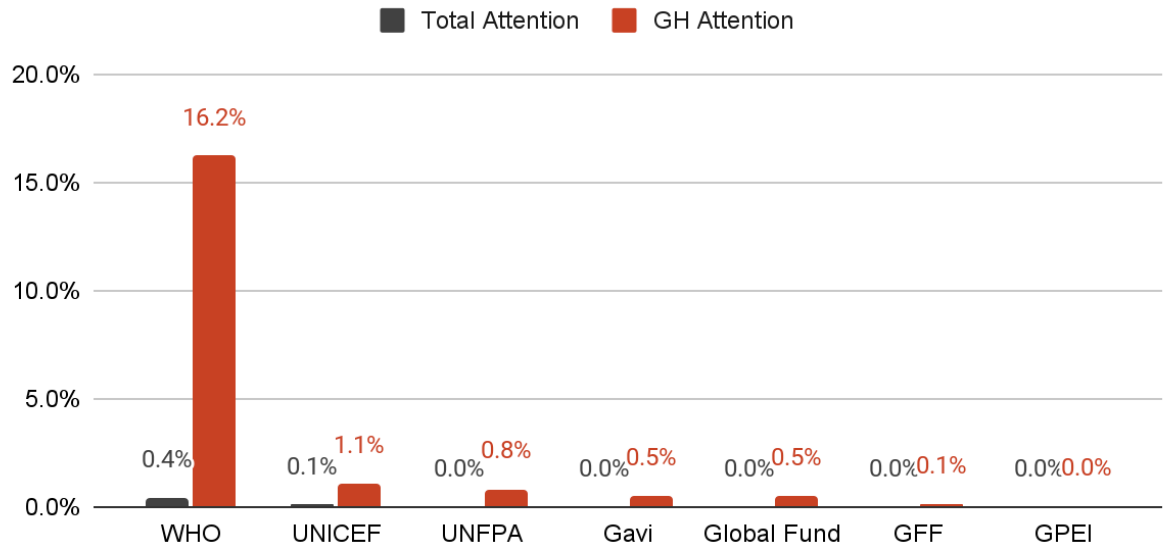


Table 4 below displays other **entities prevalent in coverage**. This is done by extracting named entities (people and organizations) from coverage and reporting on the most frequently appearing entities. Entities are categorized by type as well. The results show a greater mix amongst categories, with several universities and research institutions highlighted, as well as several pharmaceutical companies. Sir Elton John was also mentioned in conjunction with World AIDS Day, but is omitted from the below categories.

Table 4. Influential Entities in News Coverage, UK

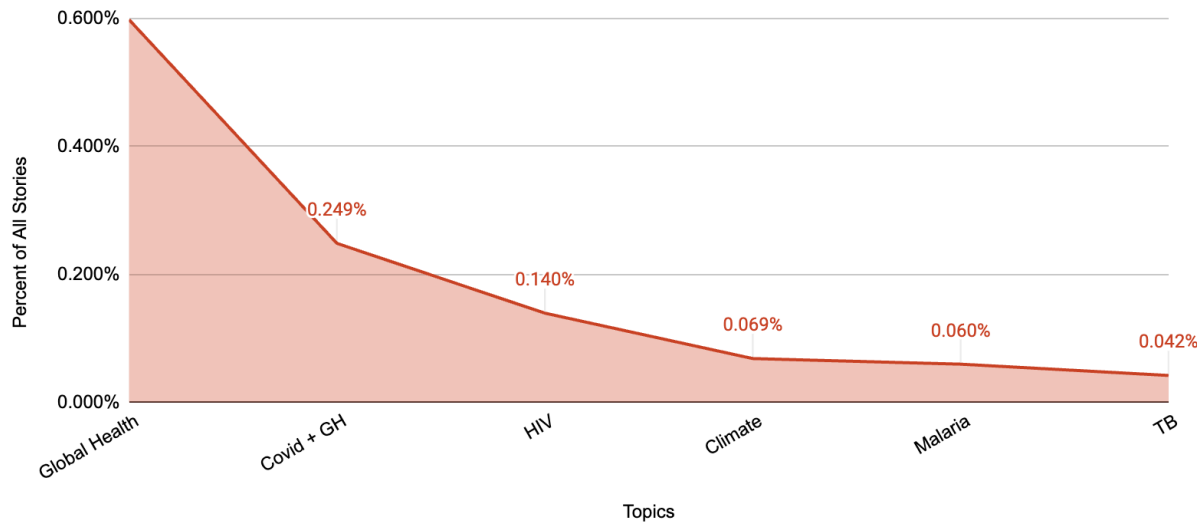
Political or governmental office/ official/ program	Intergovernmental agency/ representative	NGO group/ agent	Private company	Hospital/ university/ medical professional
NHS Treasury Rishi Sunak Brian Langstaff Joe Biden UKHSA & Leaders JCVI / Andrew Pollard Michale Gove Victoria Atkins	WHO UN Tedros Adhanom Ghebreyesus EU		Pfizer AstraZeneca GSK	Royal College of Paediatrics Patrick Vallance Helen Bedford ICL University College London Oxford University Dr. Maria Van Kerkhove

Dame Diana Johnson Boris Johnson Matt Hancock Chris Whitty Donald Trump Dominic Cummings Keir Starmer FDA Jeremy Hunt US CDC Amanda Pritchard (NHS)				
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United States

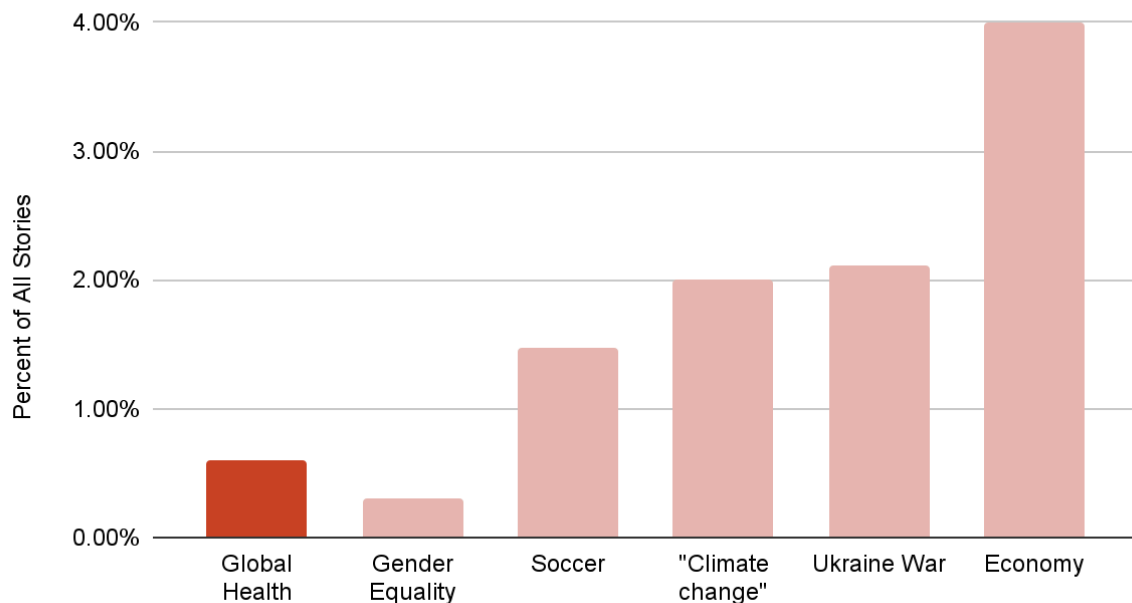
Figure 22. Attention to Global Health Topics and Entities, US



Global Health Topics

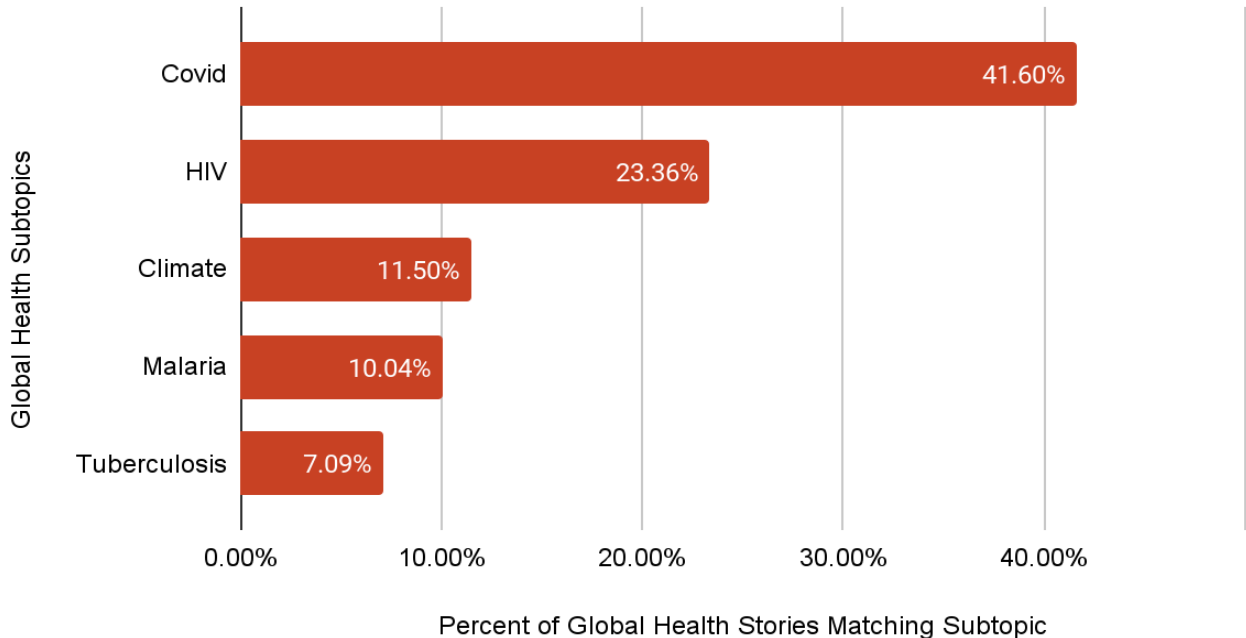
Approximately **half a percent (0.60%) of all stories** published during the 3-month time period matched the global health query. For the US, this amounted to 3,964 stories. As seen in Figure 23, **global health receives more attention than gender equality**, but less than all other topics.

Figure 23. Comparative Attention to Global Health, US



As seen in Figure 24, **Covid is the most common subtopic within global health coverage**, mentioned in 42% of global health articles. **HIV is the second most prevalent subtopic** at nearly a quarter (23.4%) of global health stories; following are climate, malaria, and tuberculosis, each mentioned in close to one in ten global health articles.

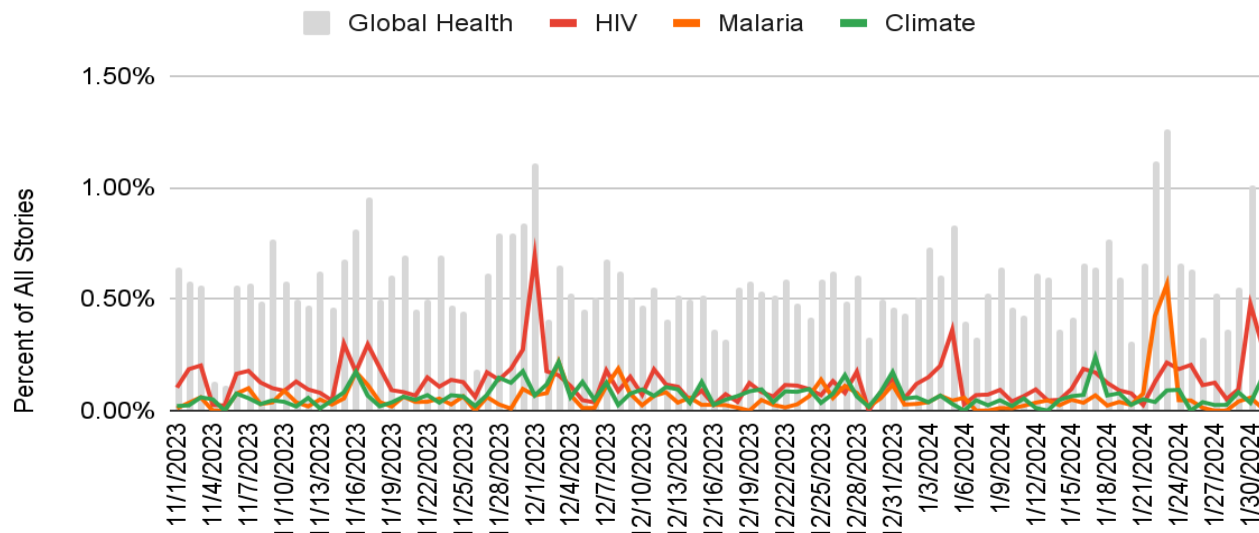
Figure 24. Attention to Global Health Subtopics, US



Examining **news attention over time** (Figure 25), we find that none of the three peak dates in which daily attention to global health topped 1% of coverage were driven by key news events. Rather, **coverage of the overall topic was wide-ranging and varied in theme and focus**. However, key events were responsible for peaks in coverage in three of the subtopics:

- HIV: Coverage of **World AIDS Day** (December 1, 2023), when daily coverage to HIV increased by a factor of nearly 5x (0.69% of all articles, compared to 0.14%).
- Malaria: Coverage of the **rollout of a pediatric malaria vaccine program in Cameroon** (January 22-23, 2024). Coverage increased by a factor of 9.5 to 0.57% of all stories.
- Climate: A peak in coverage on January 17, 2024 was tied to **reports of a cholera outbreak in Zambia**; coverage of the outbreak noted that the WHO stated climate change was a factor in increasing rates of the disease.

Figure 25. Attention Over Time to Global Health Topics, US



Examining **language and keywords at scale** within US global health coverage, we observe:

- Malaria coverage noted how **CRISPR** has been used in eradication efforts.
- US coverage of the topics had a lens on how different **identity populations** were affected, evidenced by “Black” being in the top keywords in the overall global health subtopic and the HIV subtopic, and “LGBTQ” and “gay” in the HIV subtopic. This is not mirrored in other countries of study.
- “Children” is among the top keywords for global health stories and all the subtopics, indicating that highlighting this **vulnerable group** is a salient frame for covering the issue and its impacts. Similarly, “women” is among the top keywords in global health coverage, Covid coverage, and HIV coverage.
- The issue of **climate** broke through in the malaria subtopic and the tuberculosis subtopics, discussing how climate change increases the risk for both of these diseases.

Global Health Entities

Figure 26 below charts overall attention in US news to a wide list of global health organizations, as well as the proportion of global health articles mentioning those organizations. It is notable that **both Gavi and Global Fund receive more attention in global health stories than UNFPA, even though UNFPA is mentioned more frequently overall in the news.** The World Health Organization is by far the most prominent organization in global health news in the US, receiving 6.4x more coverage than the next most prevalent organization here, UNICEF.

Figure 26. Comparative Attention to Global Health Organizations, US

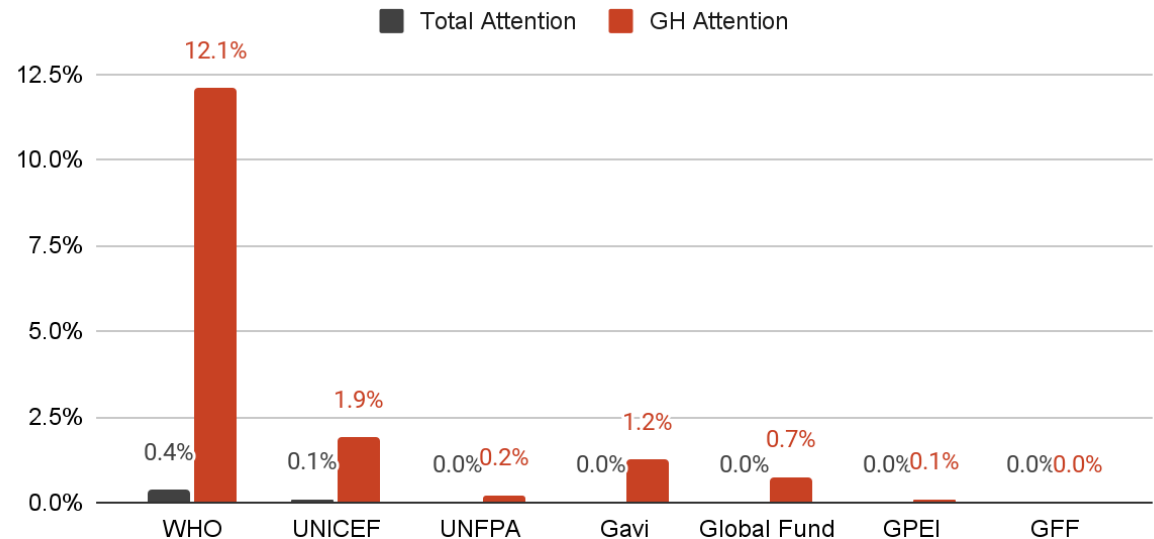


Table 5 below displays other **entities prevalent in coverage**. This is done by extracting named entities (people and organizations) from coverage and reporting on the most frequently appearing entities. Entities are categorized by type as well. There is a diversity of entities across categories. Gavi is among the top mentioned entities, as is Bill Gates. Robert F. Kennedy, Jr., a political candidate, was also mentioned in global health coverage for his skepticism of vaccines, but was omitted from the categories below.

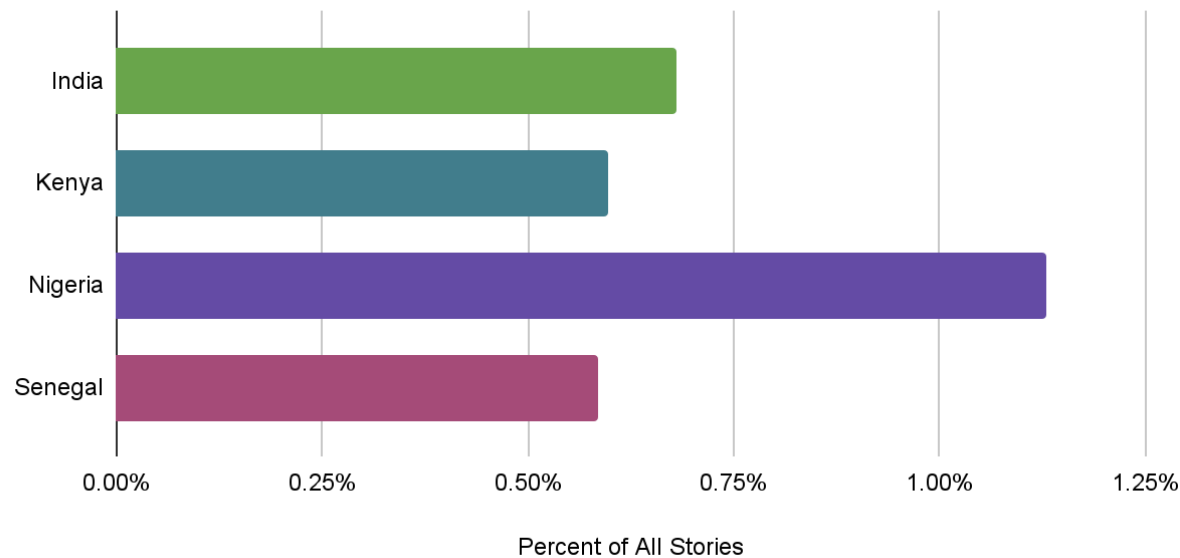
Table 5. Influential Entities in News Coverage, US

Political or governmental office/ official/ program	Intergovernmental agency /representative	NGO group/agent	Private company	Hospital/ university/ medical professional
Joe Biden Kamala Harris CDC Donald Trump Antony Blinken FDA NIH HHS Ron DeSantis Anthony Fauci Mandy Cohen (CDC) Gavin Newsom Hillary Clinton	WHO UN UNICEF Tedros Adhanom Ghebreyesus EU	Bill Gates Gavi	Pfizer Moderna	Howard Hughes Medical Institute Harvard University Stanford University Dr. William Schaffner

Global South Countries

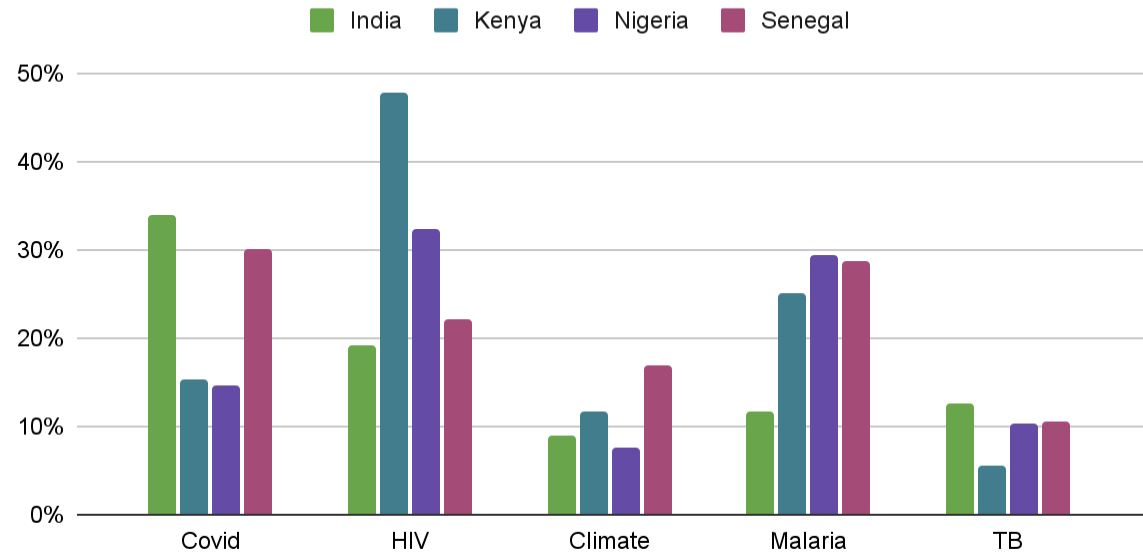
Looking more closely at India, Kenya, Nigeria, and Senegal, we see the marked outlier of Nigeria paying almost twice as much attention to the topic as the other countries; their coverage rates are more in line with those of donor countries, around 0.6% of all stories.

Figure 27. Attention to Global Health, Global South Countries Only



We observe in Figure 28 that there is **greater variation among Global South countries than among donor countries** when it comes to the subtopic attention levels. While Kenya and Nigeria each have HIV as their most frequent subtopic, Kenya is 16 percentage points higher (48% vs 32%). India and Senegal both have Covid as their most prevalent subtopic at close to 30% of global health stories, but their rankings for the other subtopics do not track closely. India covered malaria and HIV less frequently than all other Global South countries, but covered tuberculosis more frequently.

Figure 28. Proportion of Global Health Stories Matching Subtopics, Global South Countries Only



In Figure 29, we see that all four Global South countries have the WHO as the most frequently mentioned of the listed organizations in global health coverage, with Senegal reaching the highest level of any country studied (22%); all four of the Global South countries mentioned WHO more frequently than the donor countries. Nigeria had the highest mentions to all other organizations listed amongst Global South countries. **All four countries mention Gavi and Global Fund in global health articles more frequently than the UNFPA, GPEI, or GFF.** Outside of one article in Nigeria, GFF was not mentioned in Global South countries' global health stories.

Figure 29. Comparative Attention to Global Health Organizations, Global South Countries Only

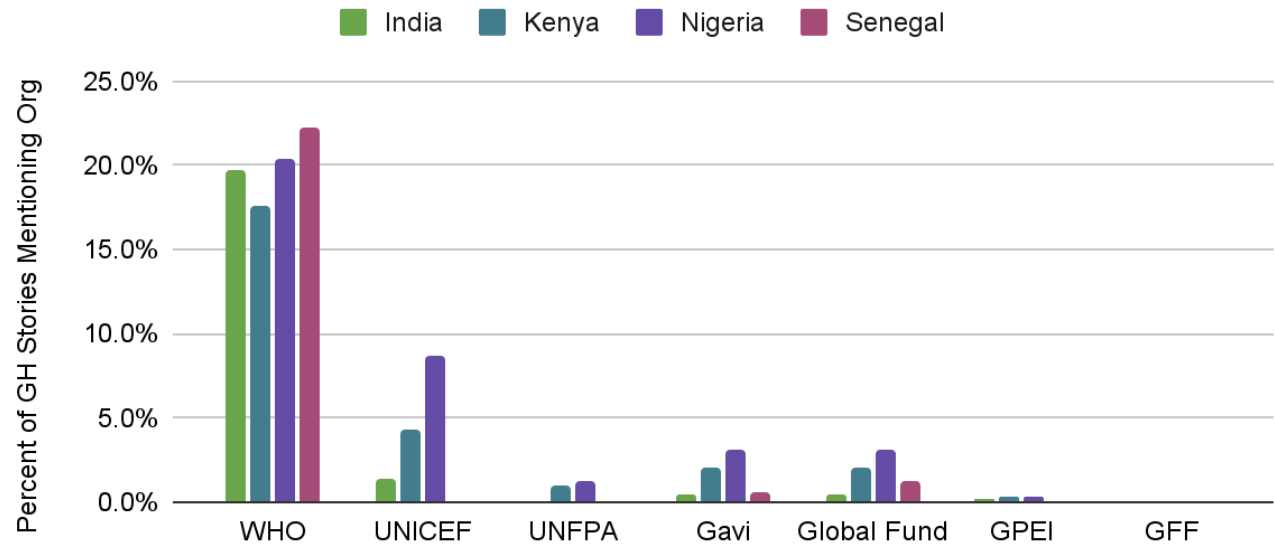
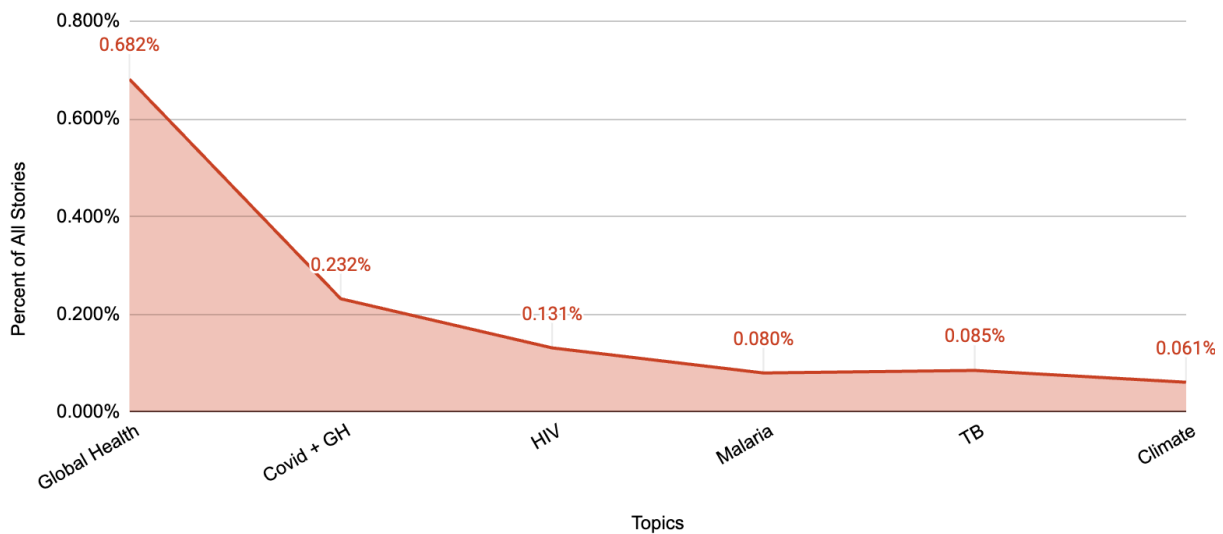


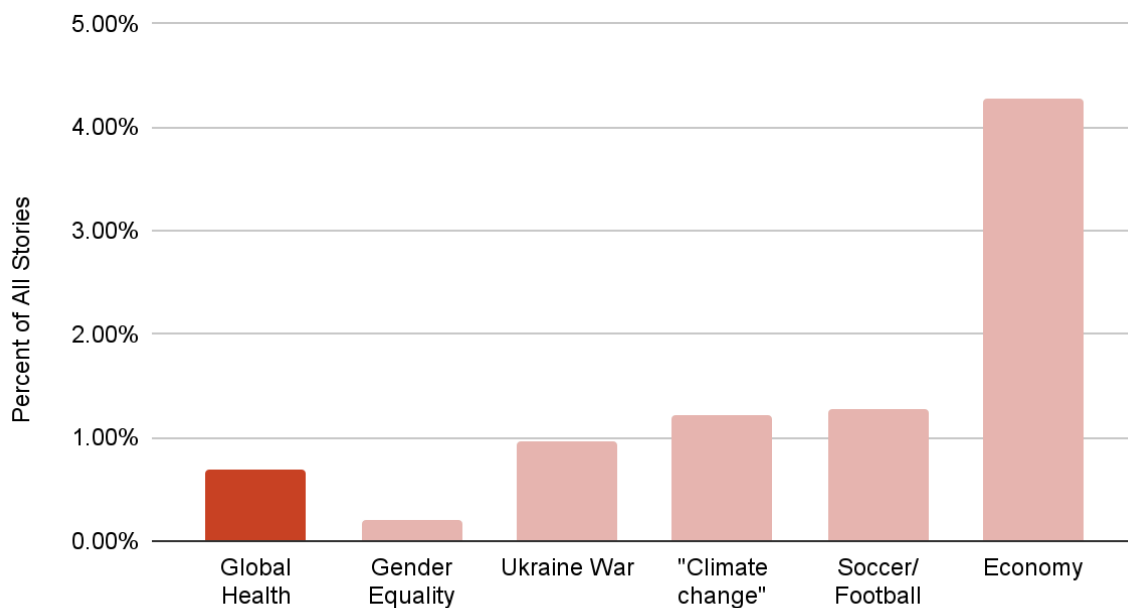
Figure 30. Attention to Global Health Topics and Entities, India



Global Health Topics

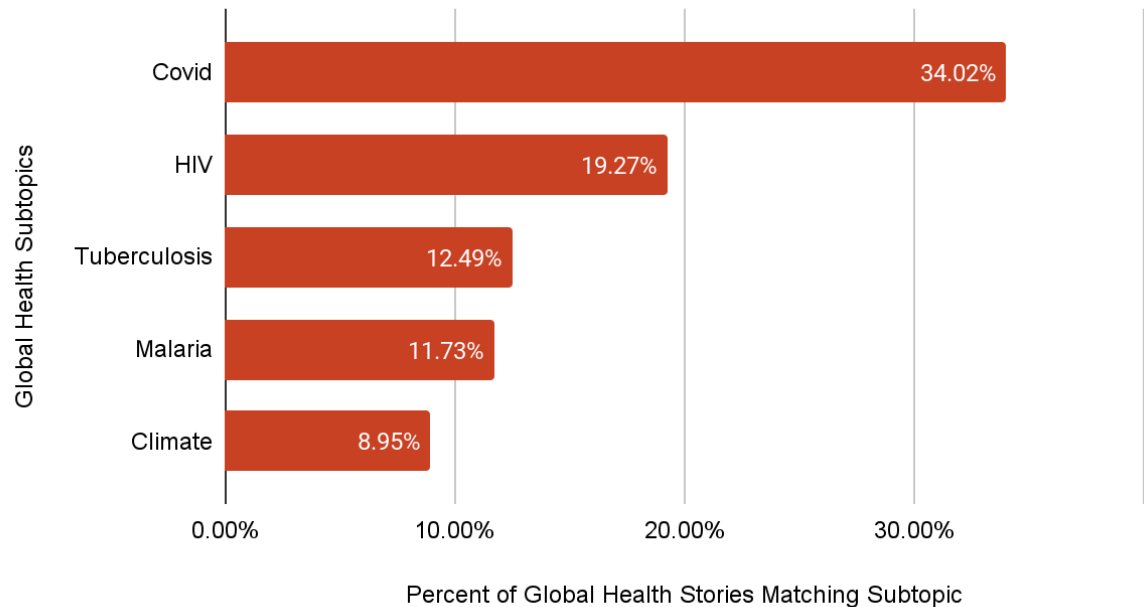
Slightly over **half a percent (0.68%) of all stories** published in English during the 3-month time period matched the global health query; this amounted to 2,481 stories. (Hindi language results were omitted from analysis.) As seen in Figure 31, global health was discussed **more than gender equality, but less than all other topics**.

Figure 31. Comparative Attention to Global Health, India



As seen in Figure 32, **Covid is the most common subtopic**, with slightly more than a third (34%) of global health articles mentioning it. HIV is the second most prevalent, with 19% of global health articles. Malaria and tuberculosis each count for 12%, while climate trails at only 9% of global health articles.

Figure 32. Attention to Global Health Subtopics, India

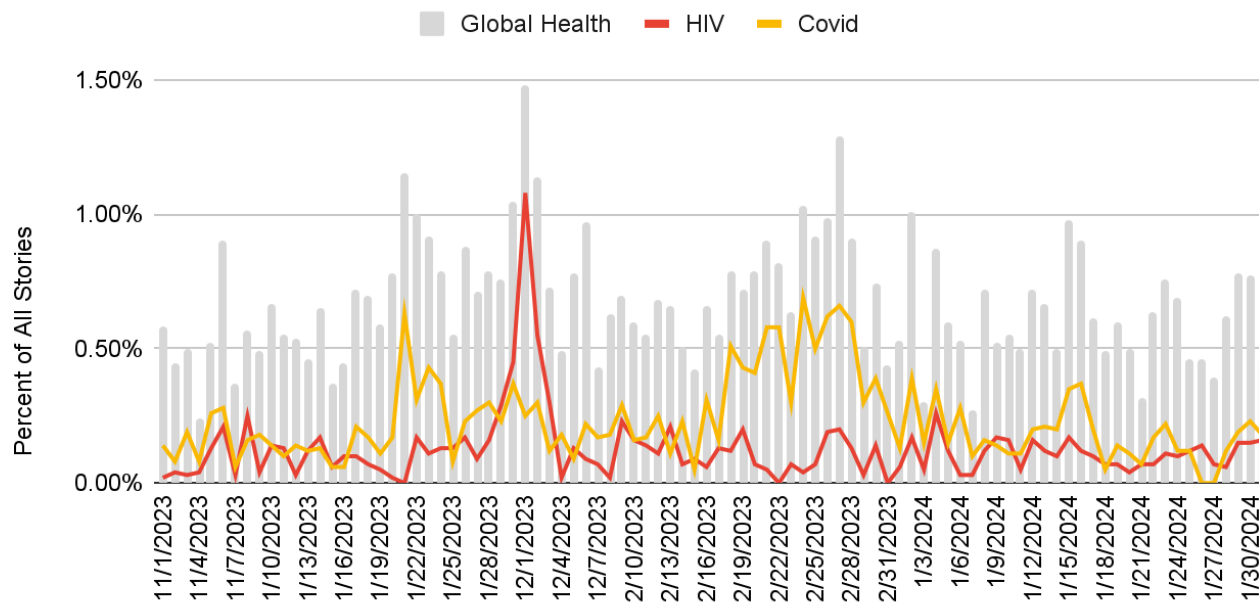


Examining **news attention over time** (Figure 33), there are two peaks in attention to global health coverage in India that are evident:

- December 1, 2023: **World AIDS Day**. In India, 1% of all stories pertained to HIV on World AIDS Day; this was the majority of the 1.48% global health stories on that date. This also caused the visible peak in the HIV subtopic.
- December 27, 2023: The primary coverage issue accounting for the peak in global health stories on this date was a **new wave of coronavirus and the JN.1 variant appearing in India**. This development was covered from approximately December 20 - 27, causing increased attention in the Covid subtopic.

The one other subtopic peak of note was also in the Covid subtopic, when on November 21, 2023, there was widespread coverage of an Indian Council of Medical Research (ICMR) study that concluded that **Covid-19 vaccination did not increase the risk of sudden deaths among young adults in India**.

Figure 33. Attention Over Time to Global Health Topics, India



Examining **language and keywords at scale** within Indian global health and subtopic coverage, we observe the following:

- **Holistic health and wellness terms are uniquely prevalent in the HIV subtopic**, including “antioxidants,” “diet,” “inflammation,” and “vitamins.”
- **“Africa” is among the top keywords in the malaria subtopic**, but did not appear in top terms in other subtopics or in global health coverage broadly. **Dengue fever** is also appearing frequently in malaria articles.
- In the **tuberculosis subtopic, the Viksit Bharat Sankalp Yatra government outreach program is prominent**. The program includes TB screening and treatment services.
- Language in the **climate subtopic has an emergency frame**, including “climate crisis,” “extreme weather,” and “threat.” The word “challenges” is uniquely prevalent in this subtopic, as is references to “food.”
- “Children” is among the top keywords for global health stories and all subtopics except HIV. Similarly, “women” is in the top keywords for global health stories and the Covid and HIV subtopics. This again exemplifies highlighting the impact of health concerns on **vulnerable population groups**.

Global Health Entities

Figure 34 below charts overall attention in Indian news to a wide list of global health organizations, as well as the proportion of global health articles mentioning those organizations. We see that the WHO is mentioned in close to one in five global health articles. **UNFPA was mentioned approximately twice as frequently as Gavi and Global Fund.** GFF did not show up in any stories in India during the time period.

Figure 34. Comparative Attention to Global Health Organizations, India

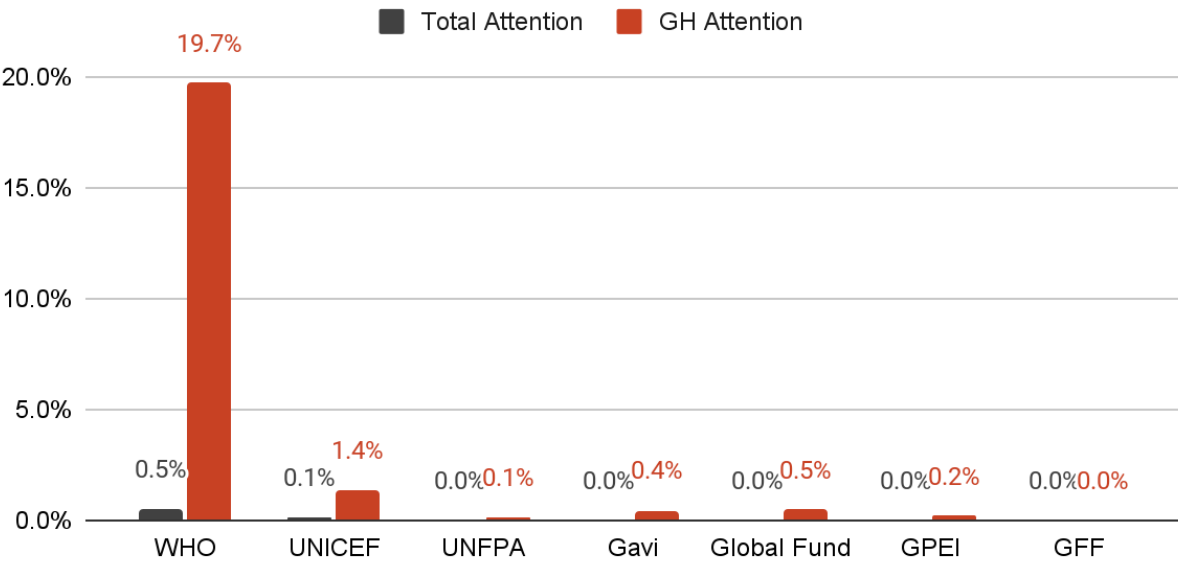
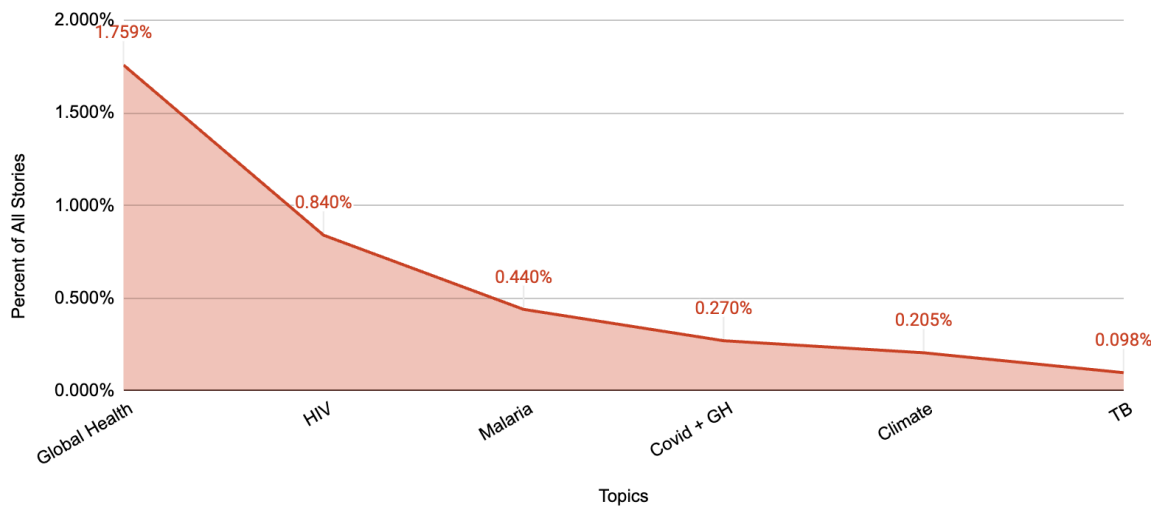


Table 6 below displays other **entities prevalent in coverage**. This is done by extracting named entities (people and organizations) from coverage and reporting on the most frequently appearing entities. Entities are categorized by type as well. Global health coverage has a heavy focus on Indian governmental bodies and officeholders (as well as US parallels).

Table 6. Influential Entities in News Coverage, India

Political or governmental office/ official/ program	Intergovernmental agency /representative	NGO group/agent	Private company	Hospital/ university/ medical professional
Indian Council of Medical Research CDC Mansukh Mandaviya FDA Health Ministry Joe Biden Narendra Modi National AIDS Control Organisation	WHO UN Tedros Adhanom Ghebreyesus	Soumya Swaminathan		All India Institute of Medical Sciences (AIIMS)

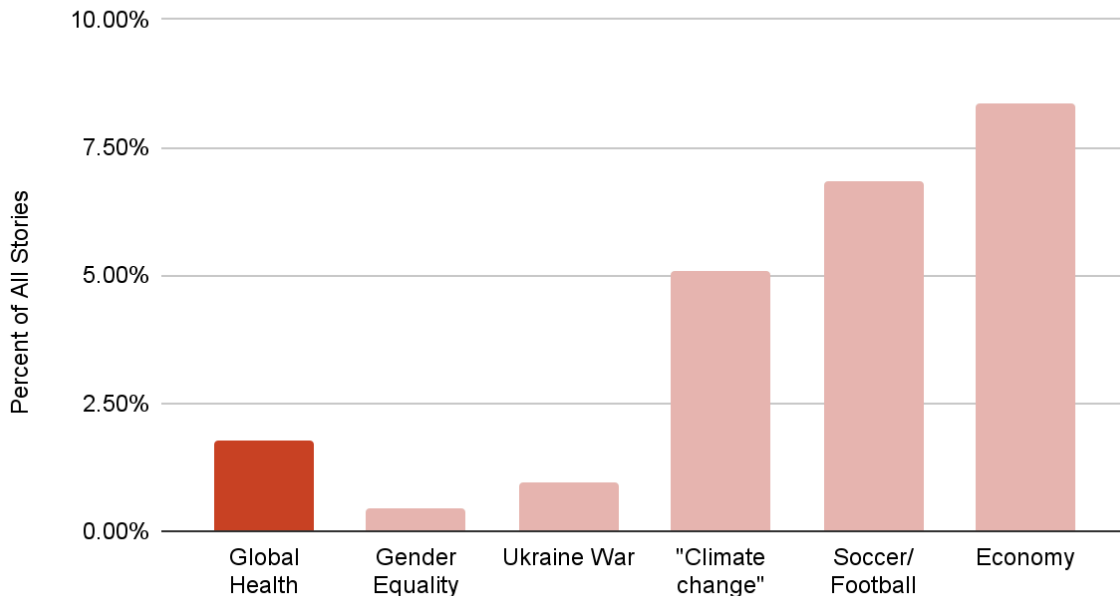
Figure 35. Attention to Global Health Topics and Entities, Kenya



Global Health Topics

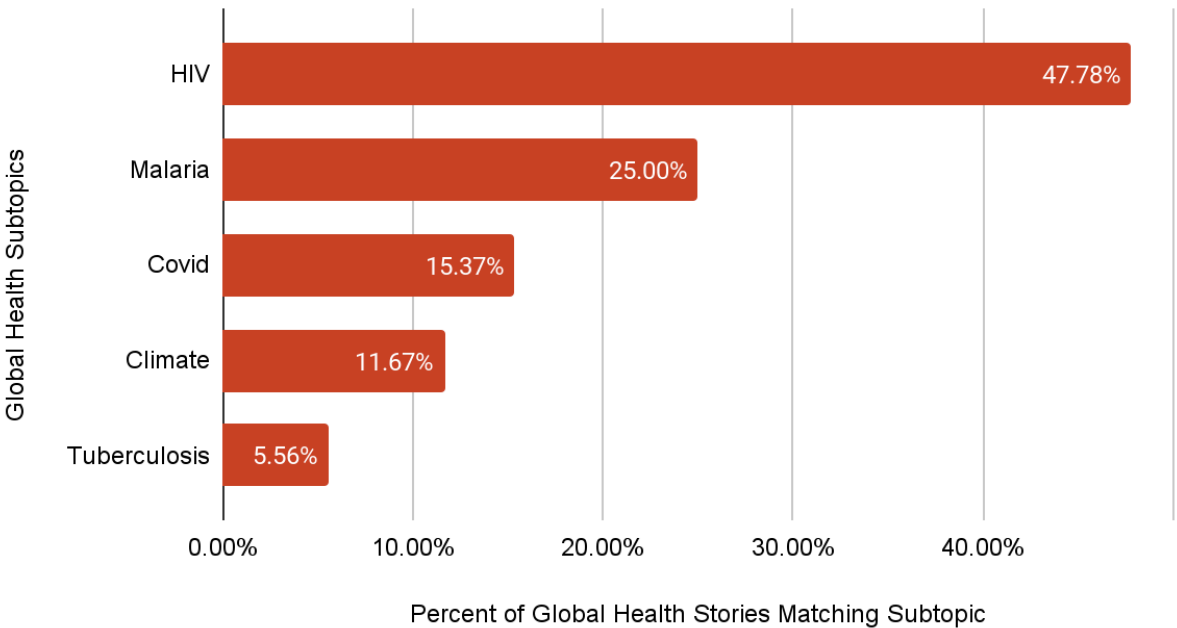
Nearly **1.76% of all stories** published during the 3-month time period matched the global health query; for the Kenya media corpus, this amounted to 540 stories. This percentage is again notably higher than the donor countries. As seen in Figure 36, **global health receives more attention than gender equality and the Ukraine War**.

Figure 36. Comparative Attention to Global Health, Kenya



As seen in Figure 37, **HIV is the most common subtopic within global health coverage**, mentioned in close to one-half (48%) of global health articles; this is the highest rate of attention to HIV of any country. In Kenya **malaria is the second most prevalent subtopic**, with one in four global health articles mentioning the disease.

Figure 37. Attention to Global Health Subtopics, Kenya



Looking at news attention over time, we find **coverage of the overall topic was wide-ranging and varied in theme and focus**. While there were several dates on which daily coverage topped 4.0% of stories, they were largely not driven by singular key events but by several related stories; World AIDS Day, December 1, 2023, was the largest single day of coverage at 4.56% of stories, but stories about malaria, intimate partner violence, and maternal child health also contributed to global health attention on that date. The **HIV subtopic saw a peak on World AIDS Day**, but outside of that, **key events did not seem to drive attention in the Kenyan media landscape as in other media ecosystems**.

Notably, the rollout of the **malaria vaccine in Cameroon in January 2024 did not drive a peak** in coverage to global health or the malaria subtopic in the Kenyan media landscape, as it had in other nations.

Examining **language and keywords at scale** within Kenyan global health and subtopic coverage, we observe the following:

- Discussion of **economic impact** is uniquely prevalent in the subtopic of Covid, appearing in around 10% of stories. “Economic” was not present in the top keywords for other global health subtopics.
- The issue of **climate and climate change** broke through in the malaria subtopic and the Covid subtopic. In the malaria subtopic, there was discussion of climate change causing floods and natural disasters increasing the risk for malaria outbreaks. In the Covid

subtopic, climate change was mentioned in the context of pandemic preparedness, as climate change may accelerate the pace of the next pandemic illness developing.

- “Children” is among the top keywords for global health stories and all subtopics, indicating that highlighting this **vulnerable group** is a salient frame for covering the issue and its impacts. Similarly, “women,” “young,” “mother,” and “girls” are among the top keywords for global health articles in Kenya.

Global Health Entities

Figure 38 below charts overall attention in Kenyan news to a wide list of global health organizations, as well as the proportion of global health articles mentioning those organizations.

Gavi and Global Fund are mentioned in a greater proportion of global health stories than UNFPA, despite the fact that UNFPA receives more total news attention. There were no articles mentioning GFF in Kenyan media during this time period.

Figure 38 Comparative Attention to Global Health Organizations, Kenya

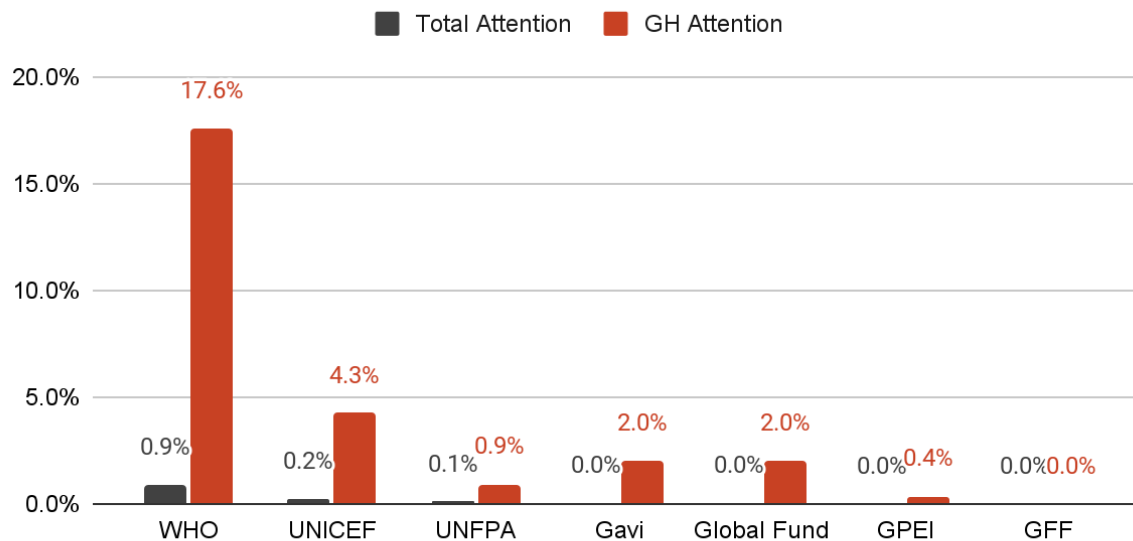


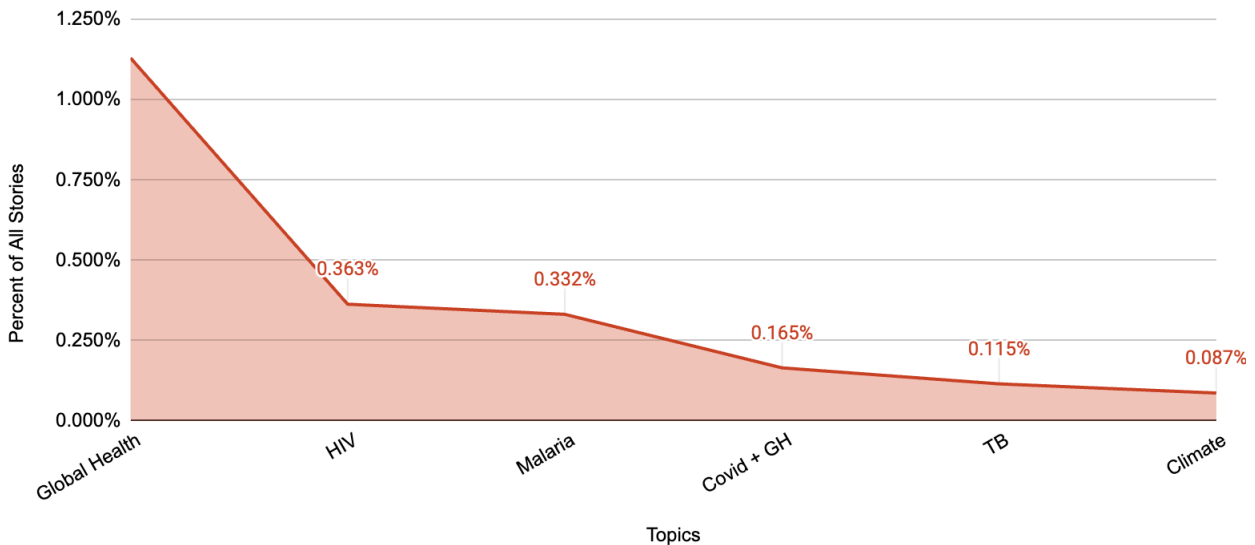
Table 7 below displays other **entities prevalent in coverage**. This is done by extracting named entities (people and organizations) from coverage and reporting on the most frequently appearing entities. Entities are categorized by type as well. Gavi and the Global Fund are among the top mentioned entities in Kenya. Interestingly, the Chinese CDC as well as the US CDC are represented on the list.

Table 7. Influential Entities in News Coverage, Kenya

Political or governmental office/ official/ program	Intergovernmental agency /representative	NGO group/agent	Private company	Hospital/ university/ medical professional
Donald Trump US CDC Chinese CDC Gov. Simba Arati Uhuru Kenyatta PS Mary Muthoni Gov. Gladys Wanga Raila Odinga Pastor Dorcas Rigathi Gachagua, Second Lady Dr. Patrick Amoth, Acting Dir. General for Health CS Susan Nakhumicha / Ministry of Health NHIF/ NHIS NSDCC (National Syndemic Diseases Control Council) William Ruto	UN World Bank WHO UNICEF Tedros Adhanom Ghebreyesus	Bill Gates Kenya Red Cross Gavi Global Fund	GSK	Mbagathi Hospital Kenyatta University University of Nairobi

■ ■ Nigeria

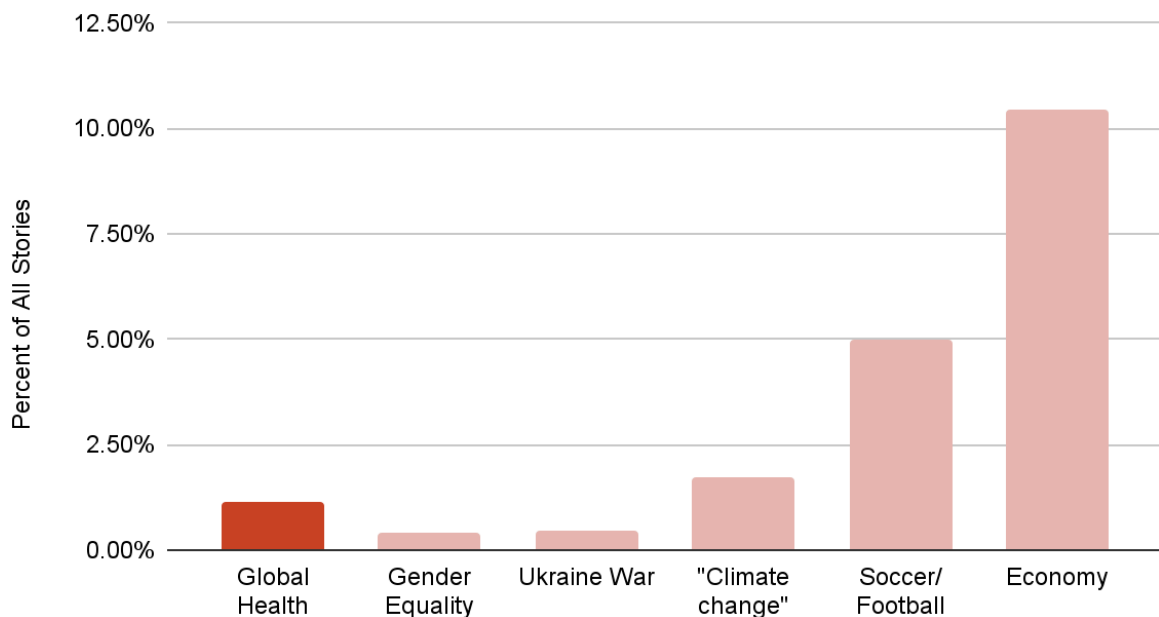
Figure 39. Attention to Global Health Topics and Entities, Nigeria



Global Health Topics

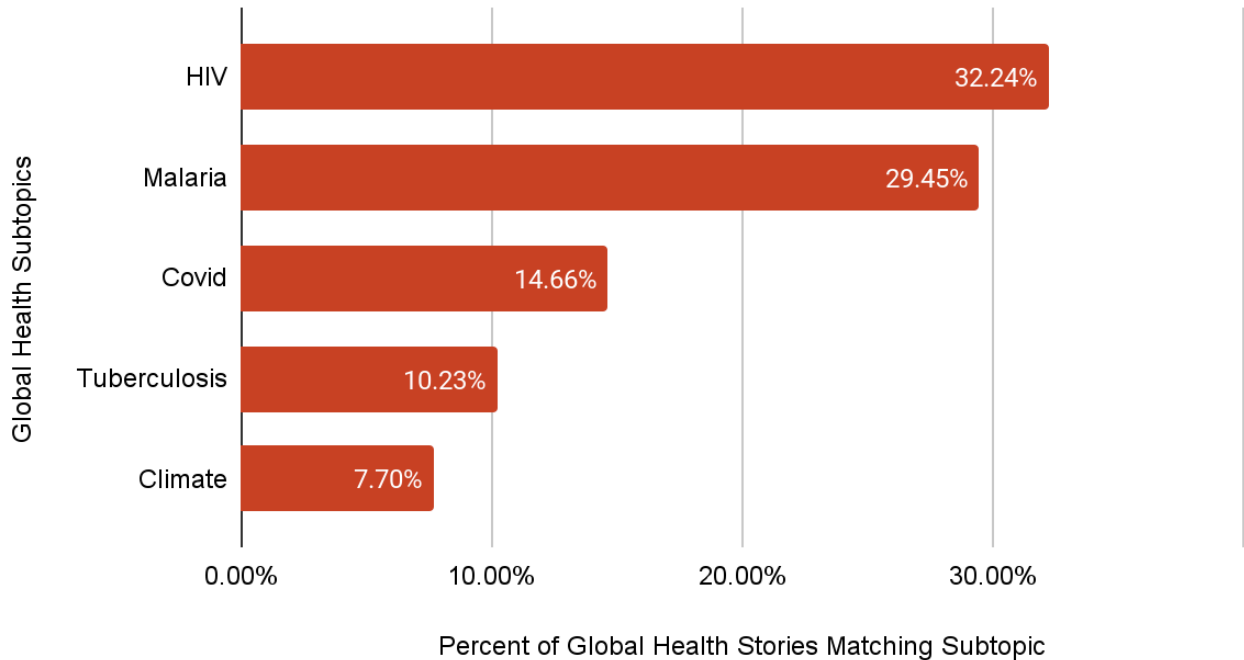
Just over one percent (1.13%) of all stories published during the 3-month time period matched the global health query. For the Nigerian media corpus, this amounted to 2,326 stories. This is nearly twice the level of attention that global health received in donor countries. As seen in Figure 40, **global health receives more attention than gender equality**; in Nigeria it also receives more attention than the **Ukraine war**, which is not the case in the donor countries.

Figure 40. Comparative Attention to Global Health, Nigeria



As seen in Figure 41, **HIV is the most common subtopic within global health coverage**, mentioned in approximately one-third (32%) of global health articles, with **malaria a close second** (29%). Tuberculosis is mentioned in one in ten global health articles, and climate is least prevalent at 8%. **Nigeria is the one of two countries (with India) where climate is the least prevalent subtopic, ranking below tuberculosis.**

Figure 41. Attention to Global Health Subtopics, Nigeria

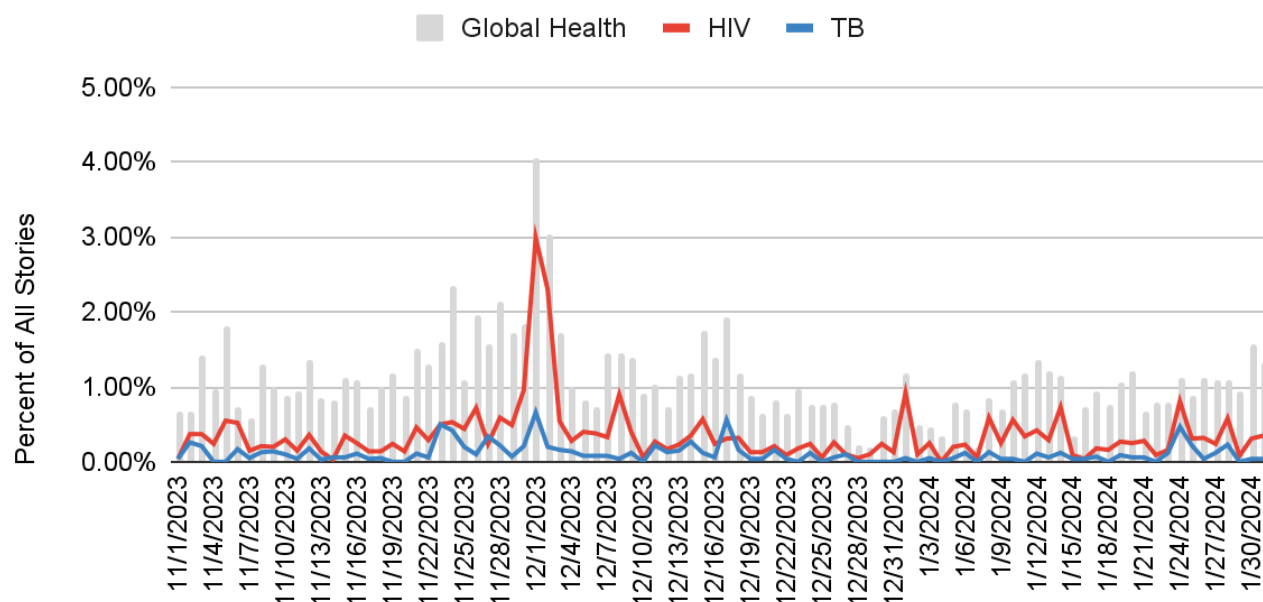


Examining news attention over time (Figure 42), we see a **clear peak in attention on December 1, 2023, World AIDS Day**; this increased level of attention to global health continues into the following day. Coverage to global health reached 4.04% of all stories on December 1, which is 3.6x the daily average, while coverage to HIV reached nearly 3%.

Tuberculosis coverage topped 0.5% of all stories at three points: a release of report of the **2022 TB cases in Kano state** (November 23, 2023), **World AIDS Day** (December 1, 2023), and when an All Progressives Congress chieftain appealed to the president through the media to **address high drug costs** (December 17, 2023).

Interestingly, there is **no attention peak to the subtopic of malaria in January 22, 2024 when the vaccine rollout began in neighboring Cameroon**, as was reflected in donor country media.

Figure 42. Attention Over Time to Global Health Topics, Nigeria



Examining **language and keywords at scale** within Nigerian global health and subtopic coverage, we observe the following:

- The issue of **climate and climate change** broke through in the malaria subtopic and the Covid subtopic. In the malaria subtopic, there was discussion of climate change causing floods and natural disasters increasing the risk for malaria outbreaks. In the Covid subtopic, climate change was mentioned in the context of **pandemic preparedness**, as climate change may accelerate the pace of the next pandemic illness developing.
- “Children” is among the top keywords for global health stories and all of the subtopics, with the exception of tuberculosis. This indicates that highlighting this **vulnerable group** is a salient frame for covering the issue and its impacts. Similarly, “women,” is among the top keywords for global health and for HIV articles, and “girls” is among the top for the HIV subtopic only.
- “Drugs” is among the top keywords for global health stories and all subtopics; this, along with information about entities detailed below, indicates a **focus on pharmaceuticals and drug development** in the country, in particular malaria drugs.

Global Health Entities

Figure 43 below charts overall attention in Nigerian news to a wide list of global health organizations, as well as the proportion of global health articles mentioning those organizations. The WHO is mentioned in five global health articles, the second highest of any country studied. Both Gavi and Global Fund are mentioned in a greater proportion of global health stories than UNFPA, despite that UNFPA receives more total news attention. **Nigeria included Gavi and Global Fund in global health coverage more frequently than any other country studied.**

Figure 43. Comparative Attention to Global Health Organizations, Nigeria

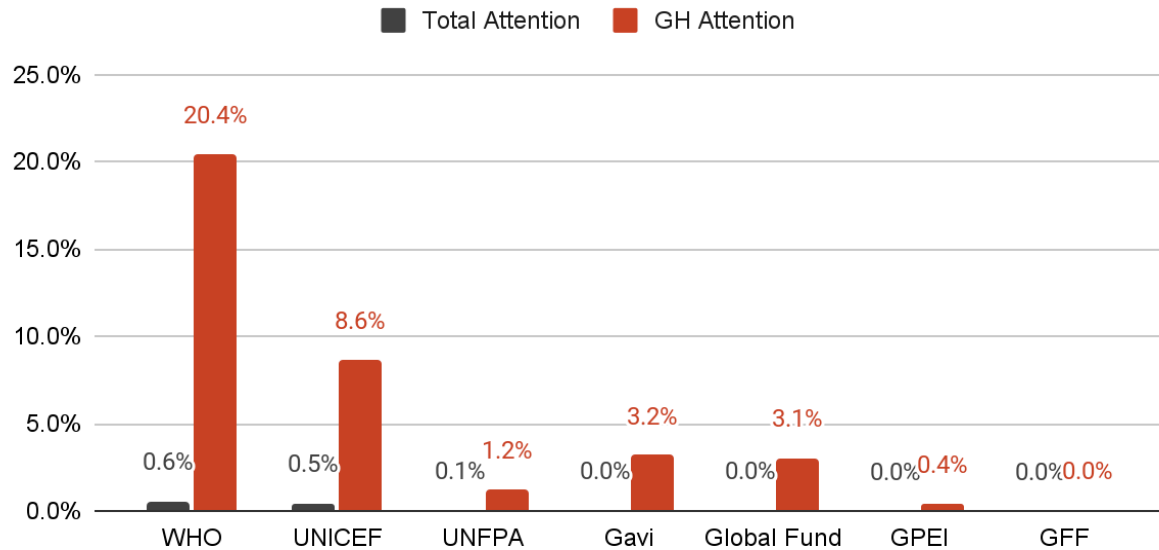


Table 8 below displays other **entities prevalent in coverage**. This is done by extracting named entities (people and organizations) from coverage and reporting on the most frequently appearing entities. Entities are categorized by type as well. Once again, **GSK** is influential in coverage, the only private companies making the list; **this is largely due to its role as the manufacturer of the malaria vaccine administered in Cameroon**. There are a variety of Nigerian government subgroups pertinent to global health that show up in coverage.

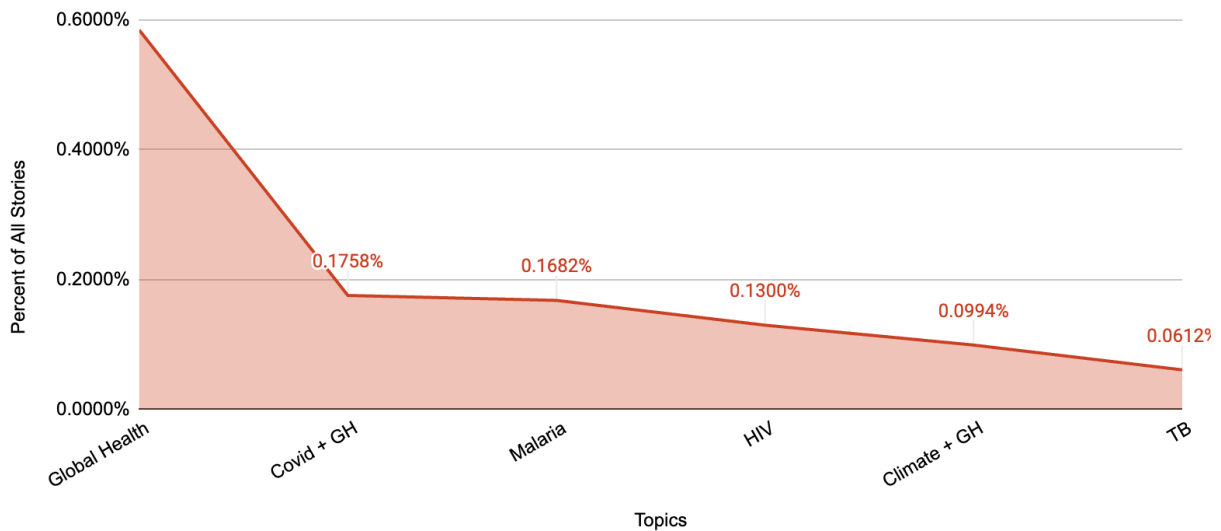
Table 8. Influential Entities in News Coverage, Nigeria

Political or governmental office/ official/ program	Intergovernmental agency /representative	NGO group/agent	Private company	Hospital/ university/ medical professional
Nigeria CDC Central Bank National Agency for Food & Drug Administration National Population Commission Godswill Akpabio	WHO World Bank Tedros Adhanom Ghebreyesus UNICEF UN	Global Fund GAVI	GSK	

Gov. Siminalayi Fubara Amobi Ogah Minister Nyesom Wike George Akume Minister Tunji Alausa National Agency for the Control of AIDS/Gambo Aliyu NEPWHAN (Network of People Living w/ HIV & AIDS in NG) Oluremi Tunubu, First Lady USAID NPHCDA/Muyi Aina US CDC Kashim Shettima Ministry of Health/ Muhammad Ali Pate Bola Tinubu				
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Senegal

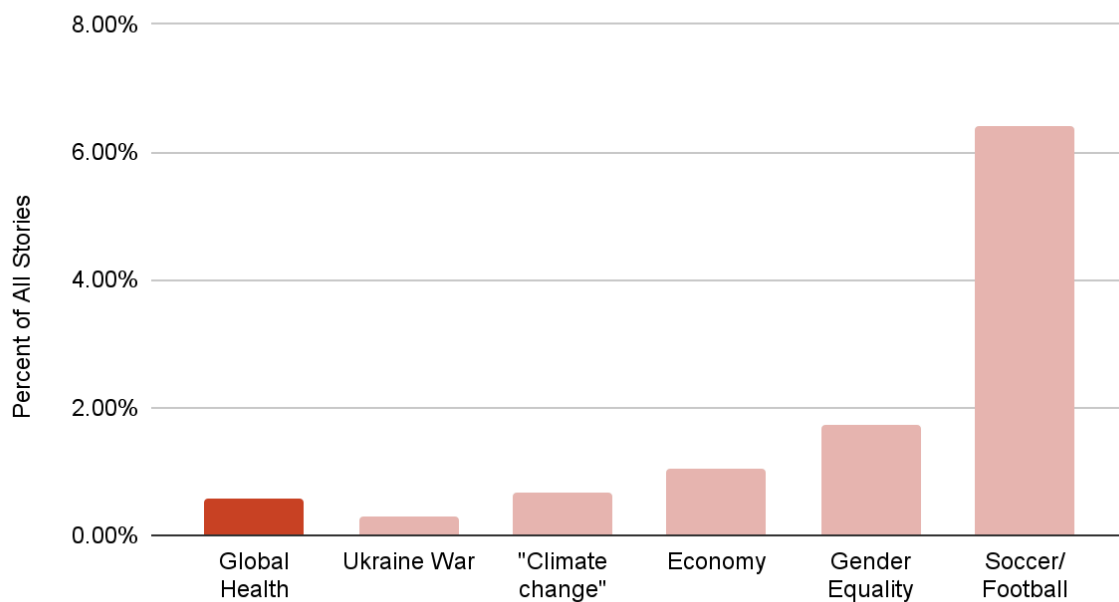
Figure 44. Attention to Global Health Topics and Entities, Senegal



Global Health Topics

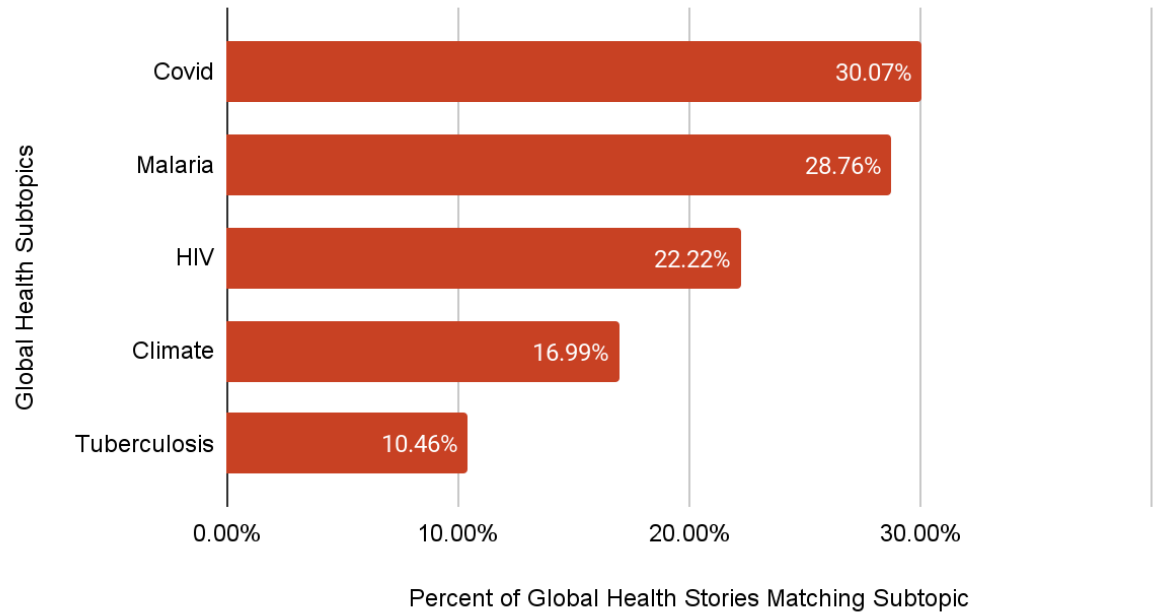
Approximately **half a percent (0.58%)** of all stories published during the 3-month time period (153 stories) matched the global health query. **This is less than the other Global South countries and more closely mirrors the attention level of donor countries.** As seen in Figure 45, it is notable that **gender equality receives more attention than global health in Senegal**, unlike all other countries studied.

Figure 45. Comparative Attention to Global Health, Senegal



As seen in Figure 46, **Covid is the most common subtopic within global health coverage, followed closely by malaria**, both mentioned in close to 30% of global health articles. In this way, Senegal has similarities with both donor countries and Global South countries. HIV was the third most prevalent of the subtopics, at 22% of global health articles.

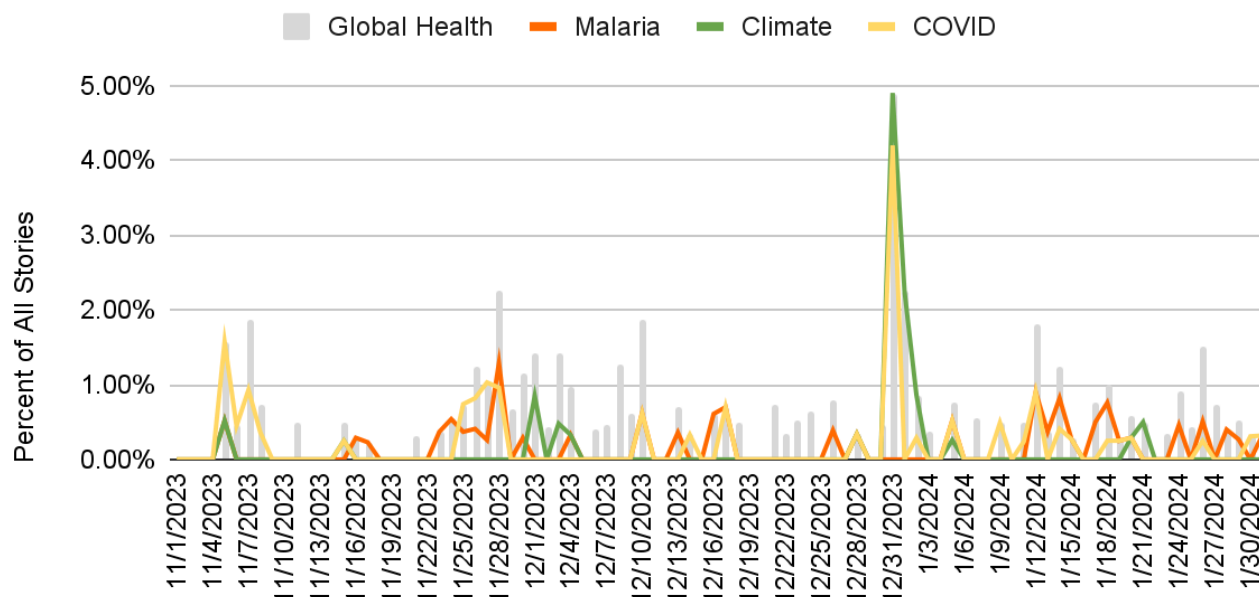
Figure 46. Attention to Global Health Subtopics, Senegal



Looking at **news attention over time** (Figure 47), we note the following:

- We see a clear peak in coverage to global health overall and the Covid and climate subtopics on December 31, 2023; this was due to the **farewell address delivered by President Mack Sall** in which he announced a new Foundation that would include a focus on health and climate.
- In the malaria subtopic, coverage tops 1% of all stories on November 28, 2023, when the news reported **increased malaria cases** and discussed how, although available in other African nations, the **malaria vaccine was not yet accessible for Senegalese residents**.
- World AIDS Day did not have the impact in Senegal that we see in other countries studied.

Figure 47. Attention Over Time to Global Health Topic, Senegal



Examining **language and keywords at scale** within Senegal’s global health and subtopic coverage, we observe the following:

- “Enfants,” “jeunes,” and/or “jeunesse,” (all words meaning **children or youths**), were among the top keywords for global health stories and all subtopics except for malaria. Similarly, “femmes” (meaning **women**) was in the top keywords for global health overall and the subtopics of Covid, HIV, and climate change. This continues the overall trend of highlighting these highly impacted population groups.
- **Water resources and water management** was highlighted in global health coverage (“l’eau”) and across Covid (“l’eau”) and climate change (“l’eau”). This is an interesting intersection within the climate and health nexus.
- The **Plan for an Emerging Senegal (PES)**, a framework for economic and social policy launched by President Macky Sall’s government, is highlighted in global health coverage and in the subtopics of Covid and climate change. While health is pertinent to the plan it is not explicitly stated as one of the core priority goals (those being transformation of the economy, promotion of human capital, and good governance); this makes the tie-in with health news more interesting and a possible example messaging strategy.

Global Health Entities

Figure 48 below charts overall attention in Senegalese news to a wide list of global health organizations, as well as the proportion of global health articles mentioning those organizations. We see that the WHO is clearly the dominant organization in global health news in Senegal; in fact, **WHO is mentioned the most frequently in global health news in Senegal than in any of the other countries studied**. UNICEF is mentioned more often than Gavi and Global Fund overall, but none of the UNICEF articles were sufficiently pertinent to global health. GFF and GPEI did not show up in any stories in Senegal during the time period.

Figure 48. Comparative Attention to Global Health Organizations, Senegal

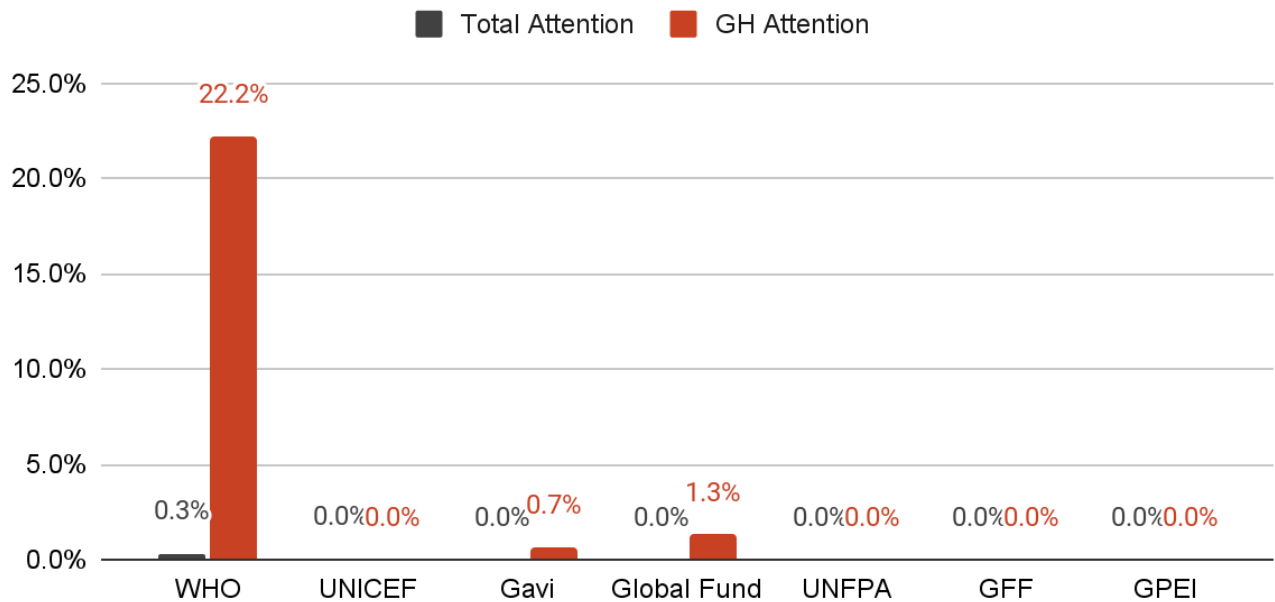


Table 9 below displays other **entities prevalent in coverage**. This is done by extracting named entities (people and organizations) from coverage and reporting on the most frequently appearing entities. Entities are categorized by type as well. Government and intergovernmental organizations are predominant in coverage. The **WHO (OMS)** is the most frequently mentioned entity overall, and there are several **regional African intergovernmental organizations prominent**, including the African Union, the African Development Bank, and the Economic Community of West African States.

Table 9. Influential Entities in News Coverage, Senegal

Political or governmental office/ official/ program	Intergovernmental agency /representative	NGO group/agent	Private company	Hospital/ university/ medical professional
Ministère de la Santé et de l'Action sociale Macky Sall Abdoulaye Wade	OMS l'Union africaine Programme d'Urgence de Développement	l'Institut Pasteur de Dakar (IPD) Amadou Kanouté		

Abdou Diouf Fonds de Développement des Cultures Urbaines DER/FJ USAID Fonds de Promotion de l'Industrie Cinématographique et Audiovisuelle AFD Programme national de lutte contre le paludisme (PNLP) CDC Ministère de l'Action et des Comptes publics (MADA) Assimi Goïta	Communautaire (PUDC) CEDEAO l'Union Européenne			
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With questions or to discuss this research, please contact info@mediaecosystems.org.