

## **The Canadian Conference on Global Health**

### **Media Policy and Guidelines**

#### **Information for Media**

The Canadian Society for International Health will be hosting, for the 17<sup>th</sup> year, the 2010 Canadian Conference on Global Health (formerly the Canadian Conference on International Health). The conference theme is "Global Health: A Humanitarian Crisis?" The conference will take place from Sunday, October 31 to Wednesday, November 3 at the Crowne Plaza Ottawa Hotel, 101 Lyon Street N., Ottawa, Ontario.

The 2010 Canadian Conference on Global Health will provide the venue and the opportunity for the global health community to come together with other sectors which may also have an impact on global health. Featuring Plenaries, Symposia, Workshops, Concurrent Sessions and Poster Sessions, this conference will provide the opportunity for critical interface with other emerging crises and the need to ensure that health is placed front and centre as a priority issue that needs to be addressed.

The following issues will be discussed: the economic crisis, the movement of people (forced migration and refugees), armed combat, climate change, pandemics and transparency and governance. These issues will be highlighted in terms of their relationship to the global health crises and the need to integrate health into these various sector responses.

Further information including an updated program-at-a-glance is available at [www.csih.org](http://www.csih.org).

#### **Media Policy**

The Canadian Society for International Health welcomes press coverage of the 2010 Canadian Conference on Global Health. The following policies and guidelines have been prepared for news media interested in covering the conference.

Representatives from recognized news organizations or publications are cordially invited to attend this event for the express purpose of gathering news and information to produce editorial coverage of the conference.

General Media

To qualify for Press / Media privileges, journalists must present media identification and / or Press Gallery Credentials upon arrival at the conference. Journalists are encouraged to contact the CSIH Communications Officer to inform them of their intentions and to register for the event.

We ask that all writers attending a session conference gain approval from a speaker or poster presenter prior to quoting or publishing that individual's results / presentation. *This policy applies whether you are a professional writer/journalist or a non-journalist blogging about the conference or otherwise sharing information among a group of individuals.*

#### Freelance Media

Freelance journalists must also present a letter of assignment on letterhead from a recognized news organization or publication.

#### Online Media

Journalists reporting for online media outlets who wish to register as press must work for news-making organizations that meet the following criteria:

- The Web site must provide original, editorial news coverage
- Editorial content must be independent of advertising and sponsorship
- Advertising on the Web site must be clearly identifiable as such
- Any sponsors of the Web site should be clearly identified as such and should be multiple in number (i.e., no single-sponsored Web site)

#### **Press Materials**

Press kits will be available for members of the press who request them. Members of the press must contact CSIH at least (3) three weeks prior to the conference to request a press kit; others are advised to visit the CSIH website [www.csih.org](http://www.csih.org).

Press rooms are not made available during the conference; however conference staff will attempt to accommodate media requests to the best of their ability

Press articles or broadcasts released during or after the conference, and pertaining to any given session, should state that the data "was presented during the "Canadian Conference on Global Health". Journalists are required to seek the presenter's and / or author's permission before publishing or distributing information pertaining to that session.

Information regarding media registrants is proprietary. CSIH does not make available press registration lists and / or participant lists.

## **Further Information and Contact Details**

For further information regarding the conference please contact the Canadian Conference on Global Health Communication Officer at:

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