



# Session XI

Panel:  
Role of the press in  
generating improvements  
for global health –  
lessons for global surgery

**THE LANCET** Commission on Global Surgery

Ray Price, Bridget Huber, Jeff Marvin, Eric Talbert | May 6, 2015

*Panel Focus:*

How can we engage the press to build support for global surgery?

“To generate change, you must touch minds with data and hearts with faces.”

- Enrique Ruelas -



**ABC**  
Australian  
Broadcasting  
Corporation

**PRESS  
ASSOCIATION**

sveriges **SR**radio

**Medical News  
TODAY**

**Daily Mail**

  
**THE ECONOMIC TIMES**

  
**RADIO  
NEW ZEALAND**  
TE Kōwhiri Kōwhiri o Aotearoa

**THE  
HINDU**


**Sierra Leone Times**  
First online newspaper in Sierra Leone

  
**The Times of Central Asia**  
Independent Weekly

**B B C**

**abc nyheter**

  
Voice of America

  
**THE TIMES OF INDIA**

  
**REUTERS**

**The New York Times**

**DAGENS  
Medicin**

**THE ASIAN AGE**

  
**CBCnews  
CANADA**

**BBC  
WORLD  
NEWS**

**THE  
GLOBE  
AND  
MAIL**  


**Report Launch Covered by > 110 News Agencies**



# Moderator- Ray Price

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- Professor, Department of Surgery; Adjunct Associate Professor, Department of Family and Preventive Medicine, Division of Public Health, University of Utah School of Medicine
- Consultant General and Trauma Surgeon, Intermountain Healthcare
- Clinical interests include advanced laparoscopy, surgical oncology, endocrine, and trauma surgery
- Associate Director, Center for Global Surgery, University of Utah
- Professor, Mongolian National University of Medical Sciences
- 30+ years experience in delivery of surgical services in under-resourced environments
- Has received honors from the American College of Surgeons and the Ministry of Health of Mongolia for his work



 @drrayprice @intermountain @UUtah

# Panelist – Eric Talbert

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- Executive Director of *Emergency USA* since 2011
- Holds an MA in Media and Communications from the European Graduate School
- Board member of the Development Executives Roundtable
- 2012 recipient of the Young Executive Director of the Year award (Young Nonprofit Professionals Network- San Francisco/Bay Area)
- *Open Heart*, an Oscar-nominated documentary, features the Salam Center for Cardiac Surgery in Sudan built and managed by *Emergency*

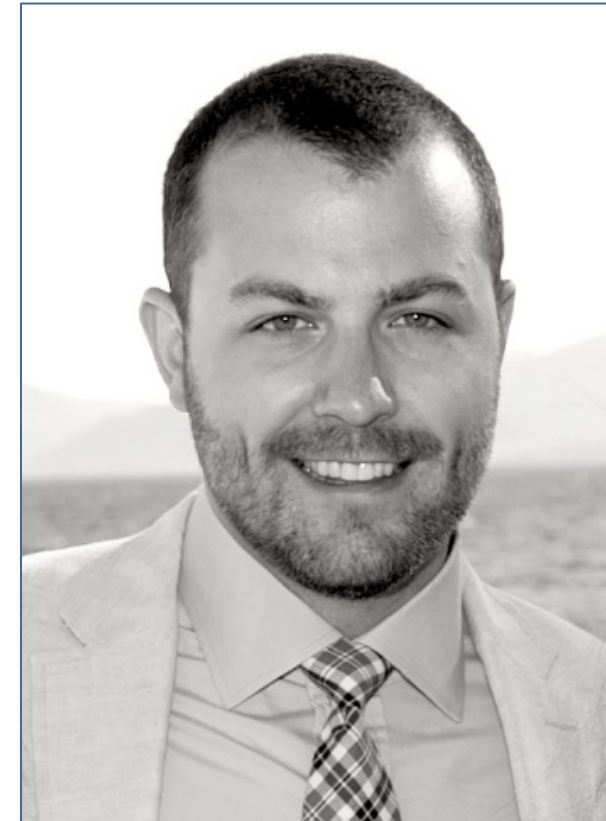


 @Eric\_Talbert @Emergency\_USA

# Panelist - Jeff Marvin

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- Media Relations Manager, Partners in Health
- Executive Literary Editor, New England Law Review
- JD candidate at New England Law, Boston
- Previous member of the Board of Examiners for Nursing, legislative and policy analyst, political campaign manager
- Began working in health care as an ancillary surgical assistant



 @JeffMarv @PIH

# Panelist - Bridget Huber

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- Independent journalist covering public health, medicine, the environment, food, and agriculture
- Has produced radio stories for Public Radio International and written for The Associated Press, The New York Times, The Lancet, The Nation, Mother Jones, and many others
- Holds a Master's degree in journalism from the University of California, Berkeley
- Multiple stories about global surgery



 @bridgethuber



engage

public

consequences

balance

messaging

attention

momentum

communities

*How can we engage the press to build support for global surgery?*

disclosure

strategies

funding

stories

data

multimedia

discussions

hearts

patients