

## Summary: Communicating Health Policy Evidence to the Media

*Noralou Roos*

- The media makes a big difference to health policy issues.
- An increased number of health stories was directly associated with a change in public opinion.
- A direct relationship was also demonstrated between healthcare spending and public opinion on how important healthcare was.
- Evidence network.ca was set up to facilitate links between health policy experts and the media.
- The approach to dealing with evidence is:
  - Recruit experts in health policy for each topic.
  - Setting up an International Panel to provide comparative perspective.
  - Advice from Independent Media Advisory Board.
  - Participate in Conferences, Webinars, Fulbright tour to promote and discuss EN.ca.
- A series of commentaries have been produced, and many articles and TV programmes have used the network to gain access to relevant expertise in a timely way.
- This has influenced health policy decisions positively.