



The 10th Palliative Care Congress

12th – 14th March 2014

The Harrogate International Centre, Harrogate

Invited Speaker Abstract

Date Friday 14th March
Time 0800 - 0900
Session Masterclass
Speakers Dr Bee Wee
Dr Helen Jamison

Meeting with the Media

With a tabloid press prone to hyperbole and sensation, is it possible to engage with the news media on a subject as sensitive as palliative care? How can you inform public debate on such a critical matter without finding yourself in the firing line or scaring patients and their families?

In this session, Dr Bee Wee and Dr Helen Jamison will explore some of the thornier issues of media engagement, giving their top tips on how to navigate the media minefield in order to ensure that whenever palliative care hits the headlines the public is informed by evidence-based and accurate information. At a time when the public still get most of their information about science and health from the media, they will discuss why meeting the media is more important than ever. Bee will share her experiences of working with journalists, from finding the APM in the media spotlight to taking part in press conferences, while Helen will present the work of the Science Media Centre, an independent press office set up to help experts engage with the media on the most complex science and health issues.

Engaging the media is not always easy or without risk, but hopefully this session will provide delegates with some useful tips and show that it's not always as bad as you fear!