

D 9.2

Report on Media Office Activity

1st Reporting period
WP9 Communication and Dissemination

Responsible Partner: Zadig

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PROJECT FULL TITLE	Lifecourse biological pathways underlying social differences in healthy ageing
PROJECT ACRONYM	Lifepath
	H2020-PHC-2014-2015/H2020-PHC-2014-two-stage
GRANT AGREEMENT	633666
STARTING DATE	01/05/2015
DURATION	48 months

D9 Communication strategy

Task: 9.3 The creation of a Media Office to be managed by professional scientific journalists – aims at promoting the project to the scientific and general media.

Leader: Zadig

History of changes:

Vn	Status	Date	Organisation / Person responsible	Reason for Change
V1	Draft	15/04/2107	Zadig / Luca Carra	First draft
V2	Draft	26/04/2107	Zadig / Luca Carra	editing
Vf	Final	30/04/2017	Zadig / Luca Carra	

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Executive summary

At the beginning of the project, the Lifepath Media Office elaborated a communication strategy according to the objectives described in the project Description of Action (DoA) for Work Package 9 (WP9) - Communication and Dissemination, and the European Commission's Communication Guidelines.

Within the early months of the project, Zadig launched a website and a Twitter account. Great attention was given to the collection of a comprehensive list of contacts, which, at first, mainly included journalists from different countries. This was later integrated with a contact list of other relevant stakeholders, particularly policy makers.

Since Lifepath is a research-based project, its products and results require a significant amount of time to be prepared and published in scientific journals. This represented the main challenge for the Media Office during the first two years. Thus, communication efforts mainly focused on presenting the project using a series of content-related materials – facts sheets, infographics, news, and video interviews – disseminated through social media, newsletters, and press releases.

Particular efforts were dedicated to the communication of certain specific events: the kick-off meeting, first annual meeting and the publication of the first Lifepath papers, among which the Stringhini et al. paper in *The Lancet* was the highlight. The latter represented a significant milestone, since it had worldwide reception and managed to attract many key media organisations in different countries. The analysis of this success, and of the way the paper's key messages were received in different countries, will allow for a significant improvement of communication activities in the next two years of the project, when more findings will be available for publication and dissemination.

Introduction

Goals and strategy

As stated in the Lifepath DoA, the main objectives for WP9 Communication and Dissemination are:

1. To develop at the very beginning of the project an agreed-upon communication strategy based on clear goals, targets, tools of dissemination, timing, and monitoring
2. To disseminate the project's outcomes and activities to the scientific community, the media, the clinical community, the decision makers, the stakeholders, and the general public
3. To set up a multi-layered communication process capable of conveying the project's messages to these different targets
4. To experiment with innovative and creative tools of communication mainly based on data visualisation and visual storytelling

Proceeding from these aims and the European Union's Communication Guide

(http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm), Zadig prepared a Communication Strategy (Deliverable 9.1) in

June 2015, which defined the following goals for dissemination efforts:

- to introduce Lifepath as a recognised voice in the international debate on health inequities, and Lifepath experts as opinion leaders in the field;
- to publicise some agreed-upon key points on Lifepath's main topics, such as the health consequences of economic downturns or the biological correlates of social inequalities;
- to provide information suitable to the general public. Providing credible and scientifically sound findings, appropriate interpretations, and policy implications available for dissemination to the general public, are among the Lifepath project goals;
- to attract the media's attention to the Lifepath project, and in so doing enhance public awareness on the issues related to healthy ageing;
- to influence the attitudes of decision makers through innovative communication tools;
- to disseminate to the scientific community the results of Lifepath through high-level publications in peer reviewed journals, and by creating useful models and tools to be used by the scientific community;
- to set up a multi-layered communication process capable of conveying the project's messages to different targets, and to experiment with innovative and creative tools of communication mainly based on data visualisation and visual storytelling.

The identification of Lifepath key messages was a crucial part of the communication strategy. Many journalists and media analysts find the concepts of health inequalities and socio-economic status a thought-provoking and appealing subject. There are several benefits in engaging journalists on these themes:

- The health gap appears to be getting worse among and within countries.
- Scientists are making fascinating discoveries about the biological pathways through which social determinants shape health, from hormonal to epigenetic processes (suggesting that some changes in gene expression can be passed on to children and influence the occurrence of disease in more than one generation).
- Health policies will not solve the problem. The research on social determinants suggests that progress is likely to require broader social changes, such as improving access to education,

boosting economic opportunities, and making disadvantaged neighbourhoods safer and livelier.

- When it comes to the determinants of health, a portion of public opinion and decision makers tends to emphasise the role of individual behaviours, such as unhealthy eating, lack of physical exercise, smoking, and drug abuse. There is not enough evidence yet to say, for instance, whether school funding, tax credits, or income increase could do more to improve health than policies more narrowly focused on changing behaviour.

Another relevant step was the identification of Lifepath target groups:

- Scientists
- Clinicians and healthcare providers
- Policymakers
- NGOs
- Media
- General public
- Study participants
- United States stakeholders

The activity of the Media Office

In the first two years of activity, Lifepath Media Office has tested all sorts of tools (press releases, fact sheets, infographics, video-interviews, Twitter, Newsletters) to disseminate outcomes to the media. Great attention was given to the collection of a proper list of contacts, which, at first, mainly included journalists from different countries.

Starting from the kick-off meeting (London, June 2015), the Media Office sought every opportunity (meetings, new scientific papers, public debate on the topic of health inequalities) to gain media attention. In the early phase of the project, media feedback was scarce, until the first important project's result was published in *The Lancet* journal (*see below*). The Media Office took this opportunity and responded with great efforts to contact media houses around the world which resulted in the extraordinary visibility that the paper received.

Media Office

The Media Office is managed by professional scientific journalists, and is aimed at promoting the project to the scientific and general media (journals and magazines, radio and TV) via press releases, a regular newsletter, video interviews, and infographics to be circulated through the website and social media. Zadig has also networked with the Lifepath partners' press offices. All partners were encouraged to get in touch with newspapers, TV and radio channels, and blogs at national, regional and local levels.

The office is staffed by the following persons:

Luca Carra is an experienced science journalist specialised in environmental and health issues, and a founding member of Zadig. He collaborates with several Italian newspapers and is the author of a series of books on environmental topics. He teaches at the Sissa and MACsis Master courses in science communication.

Michele Bellone is a science writer, mainly interested in biological topics (particularly evolution) and online scientific controversies. He collaborates with Zadig for the dissemination of European projects and writes for several Italian media outlets. He is a former researcher in developmental and evolutionary biology, and attended the Sissa master course in science communication.

Erik Campano is a science journalist based in Milan. He is a graduate of Stanford University in cognitive science, and has anchored the news at the public radio networks of Germany, France, and the United States. He has also worked as a clinical health researcher for Columbia University in New York City, where he hosted *The Best Medicine* radio programme.

Francisco Milan is an expert in media relations, digital communications and content curation. As a former journalist, he has experience in journalism as well as PR across a diverse range of markets. Francisco's career began in his native Madrid as News Editor at one of Spain's most popular radio stations, Onda Cero. Francisco has deep experience in managing EU media projects from Brussels. He studied journalism at the *Universidad Complutense de Madrid* and communication and political science at the *Université de Paris*.

Sergio Cima is a data journalist specialised in communicating scientific and medical topics. He is the web editor of the Zadig's online magazine *Scienzainrete*, and has a particular interest in new media. He works on semantic web, open data journalism, and web analytics.

Table of activities

Activities	Main results	Limitations	Areas of improvement
Website	See statistics below	The website is still mainly a repository for all project activities.	We will work to improve the communication effectiveness of the website.
Mailing lists	See statistics below	One of the limitations of the mailing lists is the different languages. Lifepath is an international project that needs to produce also local information to get the attention of its target groups.	Following the language limitation, we will produce a national mailing list in case we need to send out information in other languages than English.
Press releases and news	(see statistics below)	It is not always easy to attract public attention through the dissemination of highly technical papers to the media..	We focused our attention on the project's papers with strong and relevant messages, in order to plan highly effective media campaigns like the one following <i>The Lancet</i> paper (Stringhini et al., 2017). Additionally, we expect to have more outcomes from the project research to talk about in the next two years. We have also understood that press releases need to have "local angels" to be interesting for the media.
Newsletters	4 (see statistics below)	Newsletters of this kind of project are seldom opened and read by receivers.	We will use the newsletter not only to talk about the project but also to share relevant news on health inequalities.
Twitter account	See statistics below	We became aware that, in the context of a European research project like Lifepath, social media can be useful for general dissemination but it is not the best tool to get in touch with journalists.	We will focus social media activity on the engagement of possible stakeholders (researchers, decision makers, policy makers, healthcare professionals).
Factsheet	See statistics below	It is useful for presenting the project to the public, but it needs to be updated.	We will produce a new and more updated fact sheet that will be included in the press kit..

Infographics	See statistics below	Lack of journalistically relevant results.	They can be useful tools to clarify some technical points or to synthesize the project's outcomes. We will include them in some press release and in the press-kit.
Project video	See statistics below	Mainly general, aimed at introducing the project and some of its features.	We are going to spread it more intensively through the Twitter account and the Newsletter.
Video interviews	See statistics below	Few visualisations so far, except for Marmot's video.	We are going to spread it more intensively through the Twitter account and the Newsletter.
Kick-off meeting coverage (2015)	See statistics below	Lack of journalistically relevant results.	We produced a first series of interviews of several project members, each in their own languages, with the aim of facilitating the interviews' diffusion in different countries.
Paris meeting coverage (2016)	See statistics below	Lack of journalistically relevant results.	We interviewed some project members with the aim of producing short videos to be diffused on the web.

Website activity

For its dissemination activities, the Communication Office set up a dedicated website targeted at the epidemiological research community and public health officials, and easily accessible to the general public. The website acknowledges the European Commission's Horizon2020 support, and displays the EU flag and Horizon2020 logo. It has a public interface that presents the project, the partner institutions, and the overall objectives. It also has a private area that acts as a repository for all the materials to be exchanged between partners, namely, deliverables, reports, contractual material, templates, SOPs (Standard Operational Procedures), and any documents useful for managing the project. Together with these features, the Lifepath website gathers all the content that is used for communication and dissemination purposes.

Press releases and newsletters sent to journalists linked to many pages of the website (infographics, factsheets, video, other news) in order to provide a broader information about the project.

Website analytics 15 sep 2015 - 29 mar 2017



General overview

Sessions	5,831
Users	3,739
Page Views	23,407
Pages/Session	4.01
Avg. Session Duration	00:03:54
Bounce Rate	46.53%
% New Sessions	64.07%

Sessions by country

Country	Sessions	% Sessions
1. Italy	1,733	29.72%
2. United Kingdom	778	13.34%
3. United States	484	8.30%
4. France	416	7.13%
5. Portugal	297	5.09%
6. Switzerland	232	3.98%
7. Germany	179	3.07%
8. Belgium	165	2.83%
9. Canada	149	2.56%
10. Netherlands	144	2.47%

Pages view

page	visits (% of total)
Home	6,074(25.95%)
/partners	1,887(8.06%)
/wp (About the project)	1,828(7.81%)
/outputs/papers	756(3.23%)
/outputs/deliverables	701(2.99%)
/media/video	571(2.44%)
/partners/imperial-college-london	453(1.94%)
/media/press-release	392(1.67%)
/discussion	355(1.52%)
/content/relative-and-absolute-inequalities	351(1.52%)
/media/factsheet	289(1.23%)
/contact	267(1.14%)
/content/dataviz-lifepath-cohorts	225(0.96%)
/media/press-review	217(0.93%)

At the very beginning of the project, some articles on Lifepath were published immediately after the kick-off meeting (when the website was still under construction): see:

<http://sciencebusiness.net/news/77070/Imperial-College-London-EU-research-project-to-study-how-social-inequalities-influence-healthy-ageing>

<http://www.scienzainrete.it/parte-lifepath-progetto-europeo-allungare-vita-buona-salute-degli-europei-piu-svantaggiati-0>

<http://globalageing.org/eu-funds-a-research-project-to-study-how-social-inequalities-influence-healthy-ageing/>

Website stats for the first two years show three main peaks of page views related to three events.

The **first peak** (see the figure below) was related to the release of the first issue of the Lifepath Newsletter, dealing with the 30th anniversary of Whitehall Study, which was a milestone of scientific

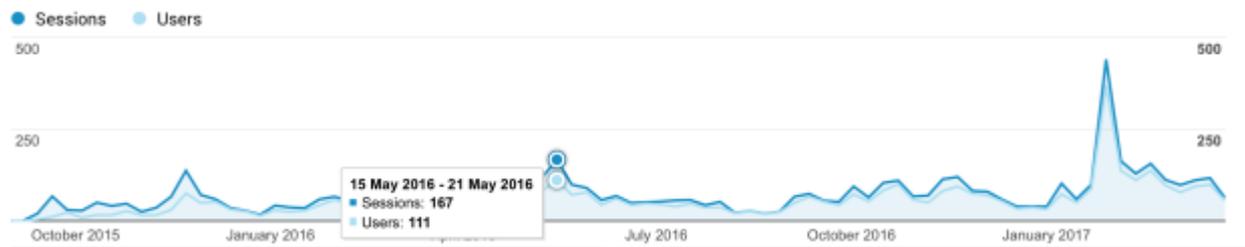
studies on health inequalities. It was the first opportunity to present Lifepath project to the media. Few days after the release of issue #1 of LF Newsletter, Project Coordinator, Prof. Paolo Vineis wrote an article about health inequalities and Lifepath in the most important Italian economic newspaper *Sole 24Ore*: see: http://www.lifepathproject.eu/sites/default/files/Sole_Vineis_epidemiologia.pdf

22-28 Nov 2015: <http://www.lifepathproject.eu/content/biology-health-inequalities-lifepath-newsletter-issue-1>



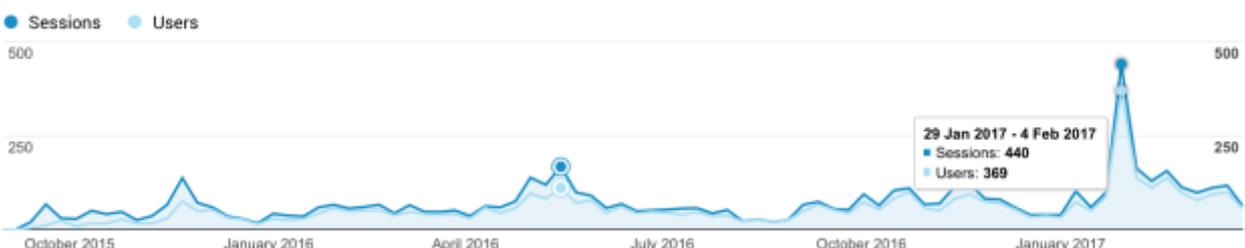
The **second peak** relates to the second annual meeting that took place in Paris 17-18th May 2016. During this meeting, the Media Office organize a “virtual press conference” attended by several journalists, including Alison Abbot with *Nature* magazine (who didn’t write about the project, probably due to the lack of relevant results a year into the project). Nevertheless, the Media Office took the opportunity from this meeting to raise the attention of media outlets by sending the second issue of LF Newsletter and received good feedback.

15-21 May 2016: <http://www.lifepathproject.eu/content/lifepath-annual-meeting-paris-lifepath-2>



From then on, the activity of the Media Office has constantly increased until the publication of the Stringhini et al paper in *The Lancet* (1st February 2017), when several media outlets from around the world reported this research in more than 200 articles. Also on the Lifepath website we saw the third and **biggest peak** during this period.

29 Jan - 4 Feb 2017: <http://www.lifepathproject.eu/content/scientists-find-poor-socioeconomic-circumstances-are-associated-loss-more-two-years-life>



Twitter



All the contents of the website and other messages have been shared through the Lifepath Twitter account (@Lifepath_eu), in order to attract a high number of followers. Due to the limited quantity of publications, Twitter activity focused on sharing and commenting content related to health inequalities, using clear communication strategy created at the beginning of the project, in order to widen its visibility as a recognized voice on these topics. The aim of this activity was also to identify stakeholders and influencers – scientists, journalists, healthcare professionals, and policy makers – in order to encourage networking and possible partnerships.

To share contents quickly and to network effectively, different lists of users – health policy, health inequalities, Lifepath members, experts, and journalists – have been created for different types of targets, creating interaction with key figures in the social network. All exchanges were monitored to identify influencers and to fully understand the polarisation of all discussions. The current follower audience size of the project is 195.

Mailing lists

At the beginning, the mailing list was mainly made up of contacts within the media. Later on, as new and relevant stakeholders – such as opinion leaders, authors of publications related to Lifepath’s topics, participants in conferences, discussion groups, and European and national politicians – were identified, they were added to the list, for press release distribution, newsletters, and so forth.

Lifepath newsletter

category	subscribers
Journalists	2444
Members of European Parliament Health	137
Lifepath generic subscribers	2221
EU spokespersons	85

Journalists by country

country	no. of journalists
USA	626
France	578
UK	400
EU	264
Spain	211
Italy	169
Germany	110
Netherlands	28
Denmark	16
Finland	14
Swiss	16
Poland	6
Belgium	2
Hungary	2
Mexico	2

Newsletters

Newsletters constitute the main dissemination tool used to convey Lifepath’s research to a wider public. Four issues have been published so far: one dedicated to the 30th anniversary of the Whitehall II Study; one to announce the project annual meeting in Paris; one to summarize Lifepath first year results, and one that included the project video and the second infographics.

25/11/2015 [The biology of health inequalities: Lifepath newsletter, Issue 1](#)

02/05/2016 [Lifepath annual meeting in Paris: Lifepath newsletter, Issue 2](#)

03/08/2016 [A year of Lifepath: Lifepath newsletter, Issue 3](#)

17/11/2016 [Exposure to stress influences our physiological condition: Lifepath newsletter, Issue 4](#)

Campaigns in the last year	Sent	Views	View rate
Exposure to stress influences our physiological condition: Lifepath newsletter, Issue 4	5609	609	11%
A year of Lifepath: Lifepath newsletter, Issue 3	2559	314	12%
Lifepath annual meeting in Paris: Lifepath newsletter, Issue 2	2443	363	15%

Press releases and news items

Zadig has issued 14 press releases and news items so far, to highlight news of particular interest about Lifepath – such as meetings and scientific papers published by Lifepath members – related to the project’s topics.

- 08/06/2015 [EU research project to study how social inequalities influence healthy ageing](#)
- 23/11/2015 [Does Social Variation in Child Height Reveal Underlying Health Risks?](#)
- 22/04/2016 [Paris 2016: Lifepath Annual Meeting](#)
- 15/07/2016 [Lifepath project as an example of exchange of good practices](#)
- 02/08/2016 [A year of Lifepath](#)
- 08/09/2016 [Epigenetics: a new frontier for environmental research](#)
- 16/09/2016 [Map of population-based cohorts](#)
- 17/09/2016 [Life trajectory model ageing](#)
- 30/09/2016 [Environment and Disease](#)
- 04/10/2016 [LIFEPATH project presented during the IARC 50th Anniversary](#)
- 28/10/2016 [Exposure to stress caused by low socio-economic status influences our physiological condition](#)
- 16/11/2016 [Healthy ageing](#)
- 02/01/2017 [Più di due anni di vita persi a causa delle scarse condizioni socioeconomiche](#)
- 02/01/2017 [Scientists find that poor socioeconomic circumstances are associated with the loss of more than two years of life](#)

Campaigns in the last year	Sent	Views	View rate
Più di due anni di vita persi a causa delle scarse condizioni socioeconomiche	1725	310	18%
EU research project to study how social inequalities influence healthy ageing	4411	766	17%
Epigenetics: a new frontier for environmental research	2468	371	15%

Graphics

Zadig produced two kinds of graphic dissemination contents (<http://www.lifepathproject.eu/media/factsheet>): factsheets and infographics. The first factsheet was prepared in November 2015 and was conceived as a four-page leaflet aimed at presenting Lifepath, its background, its main objectives, and a map of the cohorts involved in the research programme.

The first infographic, developed in April 2016, expanded this idea displaying a graphical overview of the project.

Videos

Zadig produced twenty videos over the course of the projects. One of them is a whiteboard-animated video presenting the project, aimed at an online diffusion. The others are video interviews of Lifepath members, explaining their roles in the consortium. These interviews were realised during the two general meetings and some of them were in the researcher's native language, in order to facilitate diffusion at a local level as well.

Title	Views	Date
Michael Marmot: next stop health inequalities	789	17/Nov/2015
Lifepath Project	374	28/Sep/2016
Richard Layte	135	20/Feb/2016
Silvia Stringhini: Low socio-economic status is among the most relevant health risk factor	94	23/Jul/2016
Paolo Vineis	93	23/Sep/2015
Michael Marmot: status syndrome	89	22/Jan/2016
Paolo Vineis	84	21/Feb/2016
Silvia Stringhini	83	21/Feb/2016
Michael Marmot: biology and health inequalities	80	22/Jan/2016
Marc Chadeau	76	19/Feb/2016
Michelle & Cyrille	74	20/Feb/2016
Mika Kivimaki	68	20/Feb/2016
Marcel Goldberg	70	20/Feb/2016
Marcel Goldberg	62	12/Oct/2015
Michelle Kelly-Irving, Cyrille Delpierre	61	12/Oct/2015
Michael Marmot: why status syndrome	58	21/Sep/2015
Silvia Stringhini	56	12/Oct/2015
Mauricio Avendano	54	20/Feb/2016
Silvia Polidoro Data collection and integration	50	23/Jul/2016
Cathal McCrory: Children's height may be influenced by social and economic conditions	49	23/Jul/2016
Mika Kivimaki	45	12/Oct/2015
Wilma Nusselder	38	12/Oct/2015
Richard Layte	34	12/Oct/2015
Wilma Nusselder	32	21/Feb/2016
Marc Chadeau	32	12/Oct/2015

Cyrille Delpierre: Inflammation could mediate socioeconomic effects on health	30	23/Jul/2016
Johan Mackenbach: How education can influence the length and quality of life	30	23/Jul/2016
Mauricio Avendano	26	18/Nov/2015
Michael Marmot: the baboons and us	25	22/Jan/2016
Lifepath WP8 Workshop First Session	19	21/Feb/2017
Michael Marmot: the baboons and us	18	21/Sep/2015
Michael Marmot: close the gap	13	21/Sep/2015
Michael Marmot: biology & health inequalities	13	21/Sep/2015
Marmot tutto HD 720p	9	23/Jul/2016
Michael Marmot: next stop life expectancy	8	21/Sep/2015
Dataviz: Lifepath Cohorts	8	20/Nov/2016
Lifepath WP8 Workshop Second session	6	21/Feb/2017

Video

We present here a video-gallery of all the main participants to Lifepath. For an easier dissemination of the project's contents, all the interviews have been realized in the speakers' mother language, with English subtitles.
For any media enquiries, please contact [Luca Carra](#) by mail or mobile: +39 339 8578565



Discover the Lifepath project



Silvia Polidoro: Data collection and integration



Silvia Stringhini: Low socio-economic status is among the most relevant health risk factor



Cathal McCrory: Children's height may be influenced by social and economic conditions



Cyrille Delpierre: Inflammation could mediate socio-economic effects on health



Johan Mackenbach: How education can influence the length and quality of life



Michael Marmot: biology and health inequalities



Paolo Vineis on Lifepath project

Major Events

Kick-off meeting (10-12/6/15)

Together with the Imperial College Press Office, Zadig disseminated the first press release to a list of 3000 scientific journalists. During the kick off meeting, 10 video interviews of WP leaders and other Lifepath researchers were recorded, edited, and uploaded, each in the researcher's native languages (English, Italian, Finnish, Dutch, French, or Spanish), to give an idea of the multinational and multicultural nature of the project, and to attract as much interest as possible across Europe and the world.



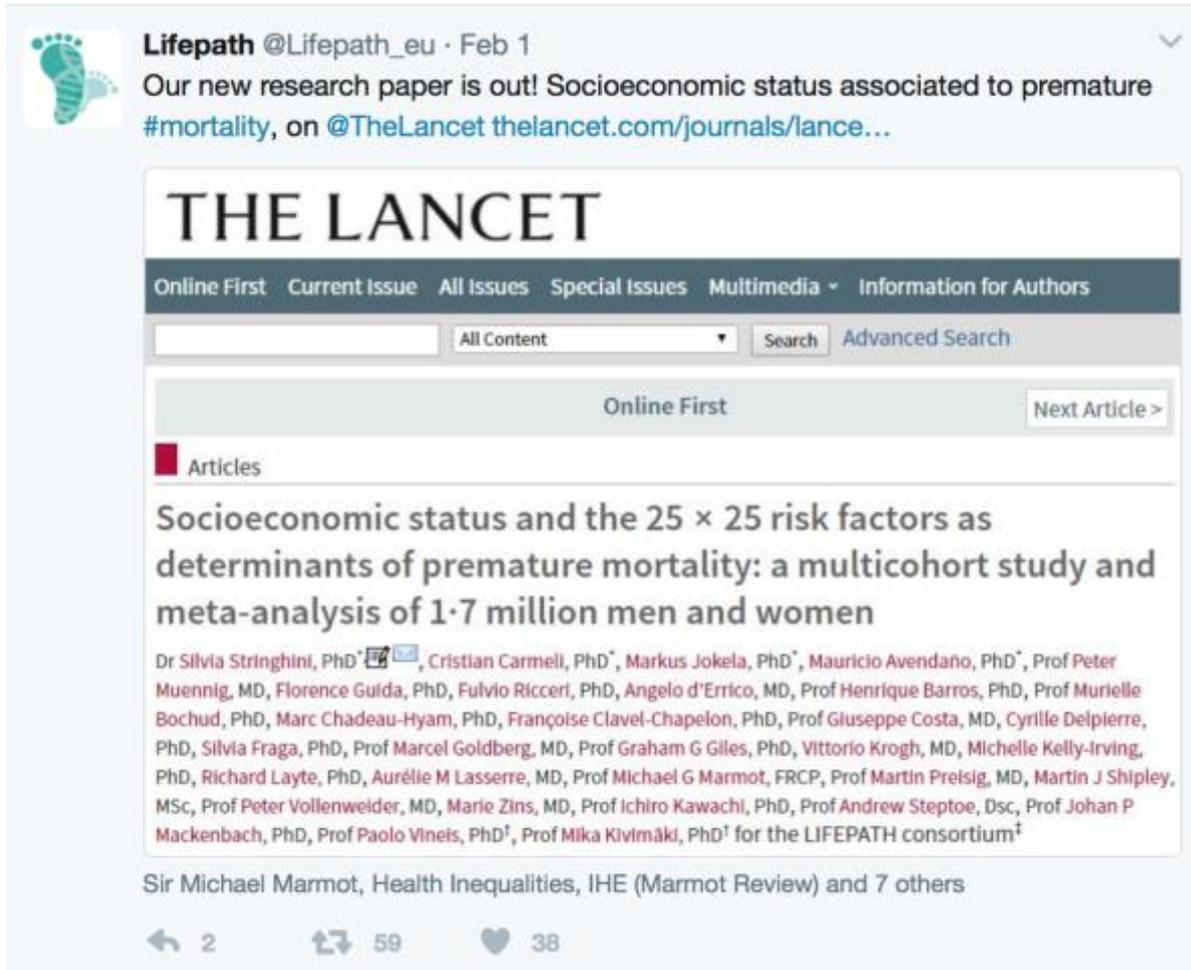
Second annual meeting (17-18/5/16)

The Zadig team participated in the organisation of the event, disseminating it via newsletter and organising a virtual press conference that was attended by Alison Abbott from *Nature*. During the course of the event, Zadig shared news and updates on Twitter, and conducted video interviews with some of the project's partners: Cyrille Delpierre, Joan Mackenbach, Cathal McCrory, Silvia Polidoro, and Silvia Stringhini. The videos were published on a dedicated page on the website and on the Lifepath YouTube channel. Following the event, Zadig also helped prepare the meeting's minutes. Notes and materials from the meeting have been used as content shared online.



The Lancet paper campaign

The Stringhini et al. paper – *Socioeconomic status and the 25 × 25 risk factors as determinants of premature mortality: a multi-cohort study and meta-analysis of 1.7 million men and women* – had some strong and effective key messages. For this reason, Zadig planned a press campaign around its publication in *The Lancet*, which is described in detail below.



Lifepath @Lifepath_eu · Feb 1
Our new research paper is out! Socioeconomic status associated to premature #mortality, on @TheLancet thelancet.com/journals/lance...

THE LANCET
Online First Current Issue All Issues Special Issues Multimedia Information for Authors
All Content Search Advanced Search
Online First Next Article >

Articles

Socioeconomic status and the 25 × 25 risk factors as determinants of premature mortality: a multicohort study and meta-analysis of 1·7 million men and women

Dr Silvia Stringhini, PhD, Cristian Carmeli, PhD, Markus Jokela, PhD, Mauricio Avendaño, PhD, Prof Peter Muennig, MD, Florence Guida, PhD, Fulvio Ricceri, PhD, Angelo d'Errico, MD, Prof Henrique Barros, PhD, Prof Murielle Bochud, PhD, Marc Chadeau-Hyam, PhD, Françoise Clavel-Chapelon, PhD, Prof Giuseppe Costa, MD, Cyrille Delapierre, PhD, Silvia Fraga, PhD, Prof Marcel Goldberg, MD, Prof Graham G Giles, PhD, Vittorio Krogh, MD, Michelle Kelly-Irving, PhD, Richard Layte, PhD, Aurélie M Lasserre, MD, Prof Michael G Marmot, FRCP, Prof Martin Preisig, MD, Martin J Shipley, MSc, Prof Peter Vollenweider, MD, Marie Zins, MD, Prof Ichiro Kawachi, PhD, Prof Andrew Steptoe, Dsc, Prof Johan P Mackenbach, PhD, Prof Paolo Vineis, PhD, Prof Mika Kivimäki, PhD for the LIFEPATH consortium†

Sir Michael Marmot, Health Inequalities, IHE (Marmot Review) and 7 others

2 59 38

Timeline

May 2015 (m 1/48)	Brand creation
June 2015 (m 2/48)	Plan for communication and dissemination strategy
July 2015 (m 3/48)	Release of the first pages of the project' website with some news and the publication of the first video interviews with partners
August 2015 (m 4/48)	Launch of Twitter account
September 2015 (m 5/48)	New video interviews
October 2015 (m 6/48)	Completion of the project website and first newsletter Production of the first factsheet Press release
April 2016 (m 12/48)	First infographics Second issue of the newsletter Report on dissemination activities Press release
May 2016 (m 13/48)	Second annual meeting (Paris) Virtual press conference Video interviews
August 2016 (m 16/48)	Third issue of the newsletter Press release
September 2016 (m 17/48)	Official video of the project Finalisation of Lifepath private area
October 2016 (m 18/48)	New infographic Fourth issue of the newsletter
January 2017 (m 21/48)	<i>The Lancet</i> paper press campaign Press release
February 2017 (m 22/48)	<i>The Lancet</i> paper press review and impact assessment
March 2017 (m 23/48)	Media office report

Case study: dissemination of *The Lancet* paper

Socioeconomic status and the 25 × 25 risk factors as determinants of premature mortality: a multicohort study and meta-analysis of 1.7 million men and women

Silvia Stringhini¹, Cristian Carrall¹, Mikko Jokela¹, Mauricio Avendaño¹, Peter Schnitzler¹, Flaminia Guida¹, Fabio Riccio¹, Angela Di Franco¹, Henrique Barros¹, Maria Inês Bacchi¹, Marc Chadeau-Hyems¹, François Clavel-Chapellon¹, Giuseppe Costa¹, Cyrillo Dejeuere¹, Silvio Fraga¹, Marcel Goldberg¹, Graham G Giles¹, Wilma Kogut¹, Michael Kelly Irving¹, Richard Lupton¹, Azzelín M Lescano¹, Michael S Marmot¹, Martin Prings¹, Martin J Shipley¹, Peter Villaverde¹, Martin Zen¹, Mikko Koskenvuo¹, Andrew Steptoe¹, Johan P Mackenbach¹, Paulo Strain¹, Ailsa O'Donoghue¹, for the LIFEPA7H consortium

Summary

Background In 2011, WHO member states signed up to the 25×25 initiative, a plan to cut mortality due to non-communicable diseases by 25% by 2025. However, socioeconomic factors influencing non-communicable diseases have not been included in the plan. In this study, we aimed to compare the contribution of socioeconomic status to mortality and years-of-life-lost with that of the 25×25 conventional risk factors.

Methods We did a multicohort study and meta-analysis with individual-level data from 48 independent prospective cohort studies with information about socioeconomic status, indexed by occupational position, 25×25 risk factors (high alcohol intake, physical inactivity, current smoking, hypertension, diabetes, and obesity), and mortality, for a total population of 1 751 479 (54% women) from seven high-income WHO member countries. We estimated the association of socioeconomic status and the 25×25 risk factors with all-cause mortality and cause-specific mortality by calculating minimally adjusted and mutually adjusted hazard ratios (HR) and 95% CIs. We also estimated the population attributable fraction and the years of life lost due to suboptimal risk factors.

Findings During 26.6 million person-years at risk (mean follow-up 13.3 years [SD 6.4 years]), 330 277 participants died. HR for the 25×25 risk factors and mortality varied between 1.04 (95% CI 0.98–1.11) for obesity in men and 2.17 (2.06–2.28) for current smoking in men. Participants with low socioeconomic status had greater mortality compared with those with high socioeconomic status (HR 1.42, 95% CI 1.38–1.45 for men; 1.34, 1.28–1.39 for women); this association remained significant in mutually adjusted models that included the 25×25 factors (HR 1.26, 1.21–1.32, men and women combined). The population attributable fraction was highest for smoking, followed by physical inactivity then socioeconomic status. Low socioeconomic status was associated with a 2.1-year reduction in life expectancy between ages 40 and 85 years, the corresponding years-of-life-lost were 8.5 years for high alcohol intake, 8.7 years for obesity, 3.9 years for diabetes, 1.6 years for hypertension, 2.4 years for physical inactivity, and 4.8 years for current smoking.

Interpretation Socioeconomic circumstances, in addition to the 25×25 factors, should be targeted by local and global health strategies and health risk surveillance to reduce mortality.

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Introduction

The 2013–20 World Health Organization (WHO) Global Action Plan for the Prevention and Control of Non-Communicable Diseases (NCDs) targets seven major risk factors, competing the harmful use of alcohol, insufficient physical activity, current tobacco use, raised blood pressure, intake of salt or sodium, diabetes, and obesity preferred to as the 25×25 risk factors, with the overall aim of reducing premature mortality from non-communicable diseases by 25% by 2025.¹ Similarly, the Global Burden of Disease (GBD) Collaboration, the largest study monitoring health changes globally, performs an annual risk assessment of the burden of disease and injury attributable to 67 risk factors in 21 world regions.² Despite the fact that low socioeconomic status is one of the strongest predictors of morbidity and premature mortality worldwide,^{3,4} poor socioeconomic circumstances are not considered modifiable risk factors in these important global health strategies.

Socioeconomic circumstances and their consequences are modifiable by policies at the local, national, and international levels,^{5,6} as are risk factors targeted by existing global health strategies. Evidence also suggests that the burden of most 25×25 risk factors is concentrated in lower socioeconomic groups worldwide,^{7,8} interventions to reduce premature mortality attributable to

Articles



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Title	Source	File	Link	Altmetrics	Publication date
Socioeconomic status and the 25 × 25 risk factors as determinants of premature mortality: a multicohort study and meta-analysis of 1.7 million men and women	The Lancet				January, 2017
Biological marks of early-life socioeconomic experience is detected in the adult in armatory transcriptome	Nature Scientific Report				December, 2016
Mediating pathways between parental socio-economic position and atostatic load in mid-life: Findings from the 1958 British birth cohort	Soc Sci Med				September, 2016
Physiological wear-and-tear and later subjective health in mid-life: Findings from the 1958 British birth cohort	Physiological wear-and-tear and later subjective health in mid-life: Findings from the 1958 British birth cohort				August, 2016
A life course approach to explore the biological embedding of socioeconomic position and social mobility through circulating inflammatory markers	Nature Scientific Reports				April, 2016

Lifepath and The Lancet Press Releases

The most important result up to now in terms of media impact was the scientific paper:

“Socioeconomic status and the 25 × 25 risk factors as determinants of premature mortality: a multicohort study and meta-analysis of 1.7 million men and women”, by Stringhini et al.

([http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(16\)32380-7/abstract](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(16)32380-7/abstract))

The Lifepath English-language press release [see Appendix] was drafted by the Zadig team in cooperation with Lifepath researchers. Embargoed until the overnight of Jan 31-Feb 1, 2017, its headline was “Study: Being Underemployed Shortens Lifespan by 2 Years”. Lifepath and *The Lancet’s* media team worked together to write releases which complemented each other both in content and timing. The Lifepath release was distributed concurrently with *The Lancet’s*, embargoed to the same time. *The Lancet’s* headline was “Low socioeconomic status reduces life expectancy and should be counted as a major risk factor in health policy, study says”. The content of the two press releases was similar, but the structures were different. The Lifepath release, unlike *The Lancet*, opened with bullet points, and was organised into subheads, including “International leading-edge analysis with reliable data” and “Social risk factors versus individual risks factors”. The purpose of bullet points and subheads was to summarise the paper in easy-to-understand language to gain the attention of journalists.



The Lifepath release was sent to hundreds of journalists and media organisations around the world. The lists of these organisations were compiled from previous contact lists belonging to members of the Zadig team, and from a new, specific, search for journalists all over the world interested in the topic of health inequalities. The types of media outlets reached included newspapers, newswires, broadcast media, and new media such as websites, blogs, and social media publications. The Lifepath release was also translated into Spanish specifically for Spanish-language media. Both releases carried the seal of the European Union.

In the two days following the distribution of these press releases, Lifepath media staff intensively called a large number of media contacts in order to reinforce the key messages and to provide contacts for interviews. The interest from the media was substantial, and hundreds of articles were published the following days, together with radio and television broadcasts.

THE LANCET PRESS RELEASE

Low socioeconomic status reduces life expectancy more than alcohol abuse, obesity or high blood pressure

Low socioeconomic status reduces life expectancy almost as much as being inactive and more than alcohol abuse, obesity or high blood pressure, according to a study of 1.7 million people published by *The Lancet*.

The study is the first to compare the impact of low socioeconomic status with other major risk factors, and argues that it is an equally important risk factor that should be monitored and addressed by governments and health agencies.

“Given the huge impact of socioeconomic status on health, it’s vital that governments accept it as a major risk factor and stop excluding it from health policy,” said lead author Dr Silvia Stringhini, Lausanne University Hospital, Switzerland. “Reducing poverty, improving education and creating safe home, school and work environments are central to overcoming these issues, and could be improved using interventions such as tax credits [HE(1)] to low income families and early education programmes that allow children to learn while their parents are at work. By doing this, socioeconomic status could be targeted and improved, leading to better wealth and health for many.”

Although socioeconomic status is one of the strongest predictors of illness and early death worldwide, it is often overlooked in health policies.

In the study, researchers compared socioeconomic status against six of the main risk factors defined by the World Health Organisation in its Global Action Plan for the Prevention and Control of Non-Communicable Diseases. The plan aims to reduce non-communicable diseases by 25% by 2025, but omits socioeconomic status as a risk factor for these diseases. “Education, income and work are known to affect health, but few studies have examined how important these socioeconomic factors actually are. This is the reason why we decided to compare the importance of socioeconomic factors as determinants of health with six major risk factors targeted in global health strategies for the reduction of premature mortality” says Professor Mika Kivimaki, Professor of Epidemiology and Public Health at University College London, UK, one of the two senior authors of the study.

The meta-analysis included data from 48 studies comprising more than 1.7 million people from the UK, France, Switzerland, Portugal, Italy, USA and Australia. The study used a person’s job title to estimate their socioeconomic status and looked at whether they died early.

In the study, 41% of men and 27% of women had low socioeconomic status. Low socioeconomic status reduced life expectancy by approximately 2.1 years, similar to being inactive (2.4 years). The greatest reductions were for smoking and diabetes (4.8 and 3.9 years, respectively). Comparatively, high blood pressure, obesity and high alcohol consumption caused smaller reductions in life expectancy (1.6, 0.7 and 0.5 years, respectively). “Socio-economic status is important because it is a summary measure of lifetime exposures to hazardous circumstances and behaviours that goes beyond the risk factors for non-communicable diseases that policies usually address” adds Professor Paolo Vineis, the leader of the EU LIFEPATH consortium in which this study is embedded.

When compared with their wealthier counterparts, people with low socioeconomic status were 46% more likely to die early.

Based on their results, the researchers propose that low socioeconomic status should be targeted by national and global health strategies to help reduce early death.

Limitations of the study include that it used an indicator of occupational position, so it could have missed some individuals with low socioeconomic status, and that, although the study analysed and controlled for low socioeconomic status as an independent risk factor, it is difficult to separate the effects of socioeconomic status from other risk factors as they are often related.

Speaking about the study in a linked Comment, Dr Martin Tobias, New Zealand Ministry of Health, said: “Being powerless to determine your own destiny, deprived of material resources, and limited in the opportunities open to you – the authors imply – shapes both your lifestyle and your life chances... Whatever the exact effect and impact of low social rank on the health of individuals and populations may be, the authors’ key message is clear: this risk factor deserves consideration alongside the established “25x25” risk factors... The United Nations Sustainable Development Goals, which have replaced the Millennium Development Goals and will run from 2016 to 2030, provide a timely opportunity to go beyond the WHO “25x25” goal and place social determinants squarely at the centre of sustainable development.”

THE Lifepath PRESS RELEASE

Scientists find that poor socioeconomic circumstances are associated with the loss of more than two years of life

- Socioeconomic disadvantage has almost the same impact on health than smoking or a sedentary lifestyle
- Smoking is associated with the loss of 4.8 years of life, diabetes with 3.9, and physical inactivity with 2.4
- Years of life lost due to low occupational position are 1.5 for women and 2.6 for men
- Over 1.7 million people in Europe and the US were research subjects
- Researchers recommend that policymakers save lives by prioritising socioeconomic improvement

Milan/Brussels, February 14, 2017 – Having poor socioeconomic conditions -- such as a lower occupational position -- can take away 2.1 years of life on average from a person. This is the conclusion of a study published in *The Lancet* by LIFEPATH, a project funded by the European Commission, which investigates the biological pathways underlying social differences in healthy ageing.

Low socioeconomic conditions are almost as deadly as smoking, having diabetes, or being physically inactive. Smoking is associated with the loss of 4.8 years of life; diabetes, 3.9; and physical inactivity, 2.4. High alcohol intake can take away one year of life.

This is the first study ever to compare life expectancy among people of different socioeconomic status, and cross-correlate it with six other major known risk factors like smoking and diabetes. These other six factors are already included in World Health Organization global mortality reduction strategy. Socioeconomic status is not.

“We were surprised to find that poor social and economic circumstances seem to kill people at the same rate as powerful risk factors such as smoking, obesity, and hypertension. Because these circumstances are modifiable, they should be included in the

list of risk factors targeted by global health strategies,” argues Silvia Stringhini, lead author of the study. She is a researcher at Lausanne University Hospital in Switzerland.

International leading-edge analysis with reliable data

LIFEPATH researchers gathered and analysed data from 48 independent cohort studies from the United Kingdom, Italy, United States, Australia, Portugal, Switzerland and France. The lives were examined of over 1.7 million adults in total. Socioeconomic status was measured by their last known occupational title, and participants were followed for an average of 13 years. Statistics obtained were then compared to those of six risk factors included in the WHO “25x25 plan” for global health.

“Education, income, and work are known to affect health, but few studies have examined how important these socioeconomic factors actually are. This is the reason why we decided to compare the importance of socioeconomic factors as determinants of health with six major risk factors targeted in global health strategies for the reduction of premature mortality,” says Mika Kivimaki, a professor at University College London, who is one of the two senior authors of the study.

Social risk factors versus individual risks factors

Low socioeconomic status is one of the strongest predictors of premature mortality worldwide, but health policy-makers often do not consider it a risk factor to target. Socioeconomic circumstances and their consequences are modifiable by policies at the local, national, and international levels. Changing “upstream factors” such as earned income tax credits, occupation, or early childhood education, is more likely to have an impact, compared to changing “downstream” interventions like smoking cessation assistance or dietary advice. This is because focusing on downstream factors favours privileged persons, who can more easily change their habits.

“Socioeconomic status is important because it is a summary measure of lifetime exposures to hazardous circumstances and behaviours that goes beyond the risk factors for noncommunicable diseases that policies usually address,” says Paolo Vineis, professor at Imperial College London and head of LIFEPATH. “The main aim of our consortium is to understand the biological pathways through which social inequalities lead to health inequalities in order to provide evidence for public health institutions and policymakers.”

Impact Assessment

Articles, videos, and audio media were published by at least 500 media organisations. A list of the most relevant ones is in the Appendix. Geographically, coverage took place in about 35 countries, in all the WHO regions of the world (Africa, the Americas, South-East Asia, Europe, the Eastern Mediterranean, and the Western Pacific). Two major newswires -- *Agence France Presse* and United Press International -- picked up the story, multiplying distribution to outlets who published a newswire version. Dozens of organisations wrote original versions of the story. Much of the coverage included photographs, and a few organisations made their own infographs to accompany it. Worldwide, hundreds of readers commented online on their reactions to the publication.

In order to better illustrate the diversity of media content achieved by Zadig and *The Lancet's* press outreach, here are some case studies:

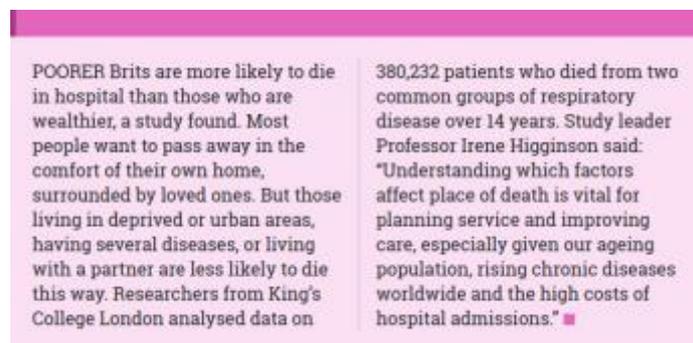
- Italy: *La Repubblica* newspaper - the online version of the story included a slideshow with risk factors. The *La Repubblica* version of the article was copied, and in some cases altered, by dozens of Italian websites, ranging from newsfeeds to sites about health.
- India: *Business Standard* - this is one of India's leading business newspapers, which, according to AC Nielsen, reaches an upper middle class and rich market. The paper ranks the wealthiest Indians (the "Billionaire's Club"). It took the story from the newswires.
- USA: *United Press International* - UPI is one of the major newswires, and its version of the story was picked up by many US blogs, in particular. UPI also included the story on its healthday.com website. UPI's article linked to the US Centers for Disease Control's page with information on life expectancy.
- UK: *The Times* newspaper - reader comments in the Times were typical of those for Anglo-American media, which tended to be more critical of the study than Spanish, French, Italian, or German comments. "The authors of the report need a lesson on the difference between correlation and causality," wrote one *Times* reader. Frequently, commenters in English-language websites wrote that they suspected that a political ideological agenda (usually left-wing) lay behind the study's results.



- Germany: *Der Spiegel* newsmagazine - the *Spiegel* article was particularly influential among German-language media, being copied by sites ranging from pharmaceutical companies and political parties to exercise consultants.
- Vietnam: *Radio Vatican Vietnam* - the original Radio Vatican Vietnam story was credited to *La Repubblica*, and then referenced by a half-dozen other Vietnamese websites, including GiNET, a health insurance broker. GiNET included the basic story, and then wrote three more paragraphs advertising its services as a remedy to the higher mortality experienced by poor Vietnamese.
- Spain: *El Pais* newspaper - this important national paper included its own original video about Lifepath (screenshot, right). In contrast to Anglo-American media, *El Pais* specifically pointed out that the study was “not an ideology, but science”. It held its own interview with a Spanish researcher, Manuel Franco, an epidemiologist at the Universidad de Alcalá de Henares. The *El Pais* story was widely reproduced in the Spanish-speaking world.
- Colombia: *El Espectador* newspaper - this is Colombia’s oldest newspaper, and it laid down its stance on the story in its first sentence, saying that Lifepath researchers were “critical of the WHO” guidelines, because they did not include inequality as a risk factor for population well-being. *El Espectador* quoted *El Pais*.
- Nigeria: *The Guardian* newspaper - Nigeria’s *The Guardian* is not to be confused with England’s *The Guardian*; the two are wholly independent. This is one of Nigeria’s oldest and most influential newspapers, and tied the Lifepath study to Nigeria’s recession in its headline and first paragraph.
- China: *South China Morning Post* newspaper - This is Hong Kong’s paper of record. Its coverage on the story combined it with two other studies, one in *JAMA Neurology* about safeguards against Alzheimer’s, and one on kidney function as a risk factor for stroke.
- France: *Le Figaro* newspaper - France’s main conservative daily newspaper, *Le Figaro* echoed English-speaking media in emphasising the “interconnectivity” of risk factors like poverty, obesity, and alcoholism. Commenters called the study the “timeless story of the chicken and the egg”, wrote that a two-year difference in lifespan is “not much”, and cited the findings as an example of “natural selection”.



- UK: *The Sun* newspaper - This tabloid paper was rare in using very informal language and capital letters to describe the study, with a headline that low income jobs are “more deadly than being fat or boozing -- cutting TWO YEARS off your life”. *The Sun* included four photos with an infobox (right) about a separate British study about poverty and whether people die in hospitals or at home. *The Sun’s* main article did not redescribe the research, but in the body text of the article went right to quotes from scientists.



One interesting observation to be made across all the media coverage was that headlines tended to reference local problems. For example, eastern European media often headlined their article with the dangers of smoking, French media with “disenfranchised environments” (i.e., poor ghettos, such as the suburbs of Paris), and Latin American media with obesity, the region being, according to the UN, the most overweight in the developing world.

The Lancet paper dissemination by country

Country	Number
Spain	24
Italy	15

UK	15
Mexico	12
France	11
Portugal	11
India	8
Argentina	6
China	6
Australia	4
Germany	4
Canada	3
Czech Republic	3
USA	3
Belgium	2
Colombia	2
Pakistan	2
Slovakia	2
Slovenia	2
South Africa	2
Switzerland	2
Austria	1
Bosnia and Herzegovina	1
Bulgaria	1
China (Taiwan)	1
Costa Rica	1
Croatia	1
Dominican Republic	1
European Media	1
Germany (Turkish language)	1
Honduras	1
Ireland	1
Japan	1
Kenya	1
Nigeria	1
Norway	1
Portugal	1
Russia	1
The Netherlands	1

Tunisia	1
Turkey	1
UK (Northern Ireland)	1
Ukraine	1
Uruguay	1
Vietnam	1

The Lancet paper dissemination by media type

Type	Number
Online newspaper	62
Website	39
Newswire	13
Newspaper	10
Online Journal	9
Television	7
Health Website	6
Radio	3
Blog	2
Radio and Television	2
Academic journal	1
Asian News Service	1
Journal for pharmacists	1
Magazine	1

Lessons learned for future media office activity

It is difficult to estimate how a statistic will be perceived by various media outlets and readers. In our case, the “two years” of life lost received numerous, different responses. Some outlets -- such as *The Sun* -- presented the two years in a shocking manner, with, for example, capital letters in the headline. In other media, such as by the commenters of *Le Figaro*, “two years” was considered as “not much”.

Another key point is that some organisations did not seem to think that the Lifepath study on its own made for the most engaging single article, but rather mixed in other related current events or scientific studies. They ranged from economic recession to Alzheimer’s to hospice care, and were usually connected to problems local to the news outlet’s readership.

Furthermore, media outlets spun the story to meet specific editorial stances. For example, the Colombian newspaper emphasised criticism of the WHO, and *Le Figaro* expressed scepticism about the soundness of the scientists’ statistical methods. Some editors, therefore, may have cherry picked or slanted occasional findings to suit a particular, usually political, leaning.

Certain lessons can be learned from all these examples. For any given statistic, if the scientists feel that there is a proper interpretation of its importance or meaning, it may well be useful to spell this out clearly in the press release. Also, for media organisations which may want to combine studies into a single article, it could be of benefit to provide a short list or summary of related research. As for dealing with media spin, this is an ancient and enduring feature of journalism for which it is probably impossible to control. The most important way of making sure results are not misinterpreted for political purposes is for scientists to provide objective and indisputable results and quotations, open as little as possible to clever journalistic wordsmithing which could present a point out of context.

Conclusion: Next goals and steps

In the next two years of Lifepath project, the Media Office will more focus to every scientific paper and all relevant data published by the consortium that could be of interest to global media outlets.

To best disseminate these results, media staff will produce new press releases, infographics, and video interviews working with Lifepath researchers, while taking into consideration lessons learned over the first two years. Special attention will be given to the production of effective press kits, short videos, and an extensive use of social media such as Twitter, as a powerful source of useful information, contacts, and influencers in the media and political arena.

We are also aware that the final meeting which will take place in London at the 48th month of the project will be of paramount importance in offering a comprehensive picture of the project's complete results.

Appendix: clippings list

01 European Media | Media: Euractiv.com

Type: Website

Date: 01.02.2017

Headline: “Poverty and tobacco carry similar health risks, study finds”

Link: <https://www.euractiv.com/section/health-consumers/news/poverty-and-tobacco-carry-similar-health-risks-study-finds/>

02 Belgium | Media: La Libre

Type: Online newspaper

Date: 01.02.2017

Headline: “Vivre dans un milieu défavorisé fait perdre deux années de vie”

Link: <http://www.lalibre.be/actu/international/vivre-dans-un-milieu-defavorise-fait-perdre-deux-annees-de-vie-58917397cd70ff671deba7ad>

03 Belgium | Media: L’avenir.net

Type: Website

Date: 01.02.2017

Headline: “Vivre dans un milieu défavorisé fait perdre deux années de vie”

Link: http://www.lavenir.net/cnt/dmf20170201_00953230/vivre-dans-un-milieu-defavorise-fait-perdre-deux-annees-de-vie

04 Portugal | Media: DN

Type: Online newspaper

Date: 01.02.2017

Headline: “Estudo. Más condições socioeconómicas provocam a perda de 2 anos de vida”

Link: <http://www.dn.pt/dinheiro/interior/estudo-mas-condicoes-socioeconomicas-provocam-a-perda-de-2-anos-de-vida-5640843.html>

05 Portugal | Media: CM Jornal

Type: Television

Date: 01.02.2017

Headline: “Más condições socioeconómicas provocam perda de 2 anos de vida”

Link: <http://www.cmjornal.pt/sociedade/detalhe/mas-condicoes-socioeconomicas-provocam-perda-de-2-anos-de-vida>

06 Portugal | Media: Noticias Universidade do Porto

Type: Website

Date: 01.02.2017

Headline: “Condições socioeconómicas desfavoráveis diminuem esperança média de vida”

Link: <http://noticias.up.pt/condicoes-socioeconomicas-desfavoraveis-retiram-2-anos-a-esperanca-de-vida/>

07 Portugal | Media: Artigosnoticias

Type: Website

Date: 01.02.2017

Headline: “Estudo. Más condições socioeconómicas provocam a perda de 2 anos de vida”

Link: http://www.artigosnoticias.com/noticia/diario_de_noticias/1456562/estudo-mas-condicoes-socioeconomicas-provocam-a-perda-de-2-anos-de-vida.html

08 Portugal | Media: Jornal Médico

Type: Online Journal

Date: 01.02.2017

Headline: Más condições socioeconómicas responsáveis por menos dois anos de vida

Link: <http://www.jornalmedico.pt/atualidade/33091-mas-condicoes-socioeconomicas-responsaveis-por-menos-dois-anos-de-vida.html>

09 UK | Media: Star2

Type: Website

Date: 01.02.2017

Headline: “People of a lower social status may die 2 years sooner”

Link: <http://www.star2.com/health/wellness/2017/02/03/people-of-a-lower-social-status-may-die-2-years-sooner/>

10 UK | Media: TheStandard

Type: Online Newspaper

Date: 01.02.2017

Headline: “Low social rank bigger health risk than obesity: Study”

Link: <http://thestandard.com.ph/news/-main-stories/228201/low-social-rank-bigger-health-risk-than-obesity-study.html>

11 UK | Media: The Daily Telegraph

Type: Online Newspaper

Date: 01.02.2017

Headline: “Social rank has its toll”

Printed: Attached

12 UK | Media: Familyaffairs

Type: Blog

Date: 03.02.2017

Headline: “NEW STUDY: BEING POOR IS WORSE FOR PEOPLE’S LIFE EXPECTANCY”

Link: <http://familyaffairsblog.com/2017/02/03/new-study-being-poor-is-worse-for-peoples-life-expectancy/>

13 UK | Media: Health Medicine

Type: Website

Date: 01.02.2017

Headline: “Low Social Rank Bigger Health Risk Than Obesity, Study Suggests”

Link: <http://healthmedicinet.com/i/low-social-rank-bigger-health-risk-than-obesity-study-suggests/>

14 UK | Media: Yahoo news UK

Type: Website

Date: 01.02.2017

Headline: “Low social rank bigger health risk than obesity: study”

Link: <https://www.yahoo.com/news/low-social-rank-bigger-health-risk-obesity-study-235447444.html>

15 UK | Media: ScienceDaily

Type: Science Website

Date: 01.02.2017

Headline: “Low socioeconomic status reduces life expectancy and should be counted as a major risk factor in health policy, study says”

Link: <https://www.sciencedaily.com/releases/2017/01/170131190102.htm>

16 UK | Media: GizmodoUK

Type: Website

Date: 01.02.2017

Headline: Poor? Never Mind, You'll Die Quicker

Link: <http://www.gizmodo.co.uk/2017/02/poor-never-mind-youll-die-quicker/>

17 UK | Media: Shropshire Star

Type: Newspaper

Date: 01.02.2017

Headline: Poverty shortens your life more than drinking or obesity, study finds

Link: <http://www.shropshirestar.com/news/uk-news/2017/02/01/poverty-shortens-your-life-more-than-drinking-or-obesity-researchers-find/>

18 UK (Northern Ireland) | Media: Belfast Telegraph

Type: Newspaper

Date: 01.02.2017

Headline: Poverty shortens your life more than drinking or obesity, study finds

Link: <http://www.belfasttelegraph.co.uk/news/uk/poverty-shortens-your-life-more-than-drinking-or-obesity-researchers-find-35414225.html>

19 UK | Media: The Sun

Type: Online newspaper

Date: 01.02.2017

Headline: “Low income jobs are ‘more deadly than being fat or boozing – cutting TWO YEARS off your life”

Link: <https://www.thesun.co.uk/living/2754381/low-income-jobs-are-more-deadly-than-being-fat-or-boozing/>

20 Spain | Media: EUROPAPRESS

Type: Newswire

Date: 01.02.2017

Headline: “La pobreza reduce en dos años la esperanza de vida”

Link: <http://www.infosalus.com/salud-investigacion/noticia-malas-condiciones-socioeconomicas-te-pueden-hacer-vivir-anos-menos-20170201093045.html>

21 Spain | Media: ABC

Type: Online newspaper

Date: 01.02.2017

Headline: “La pobreza puede acortar la esperanza de vida en más de dos años”

Link: http://www.abc.es/sociedad/abci-pobreza-puede-acortar-esperanza-vida-mas-anos-201702011516_noticia.html

22 Spain | Media: El País

Type: Online newspaper

Date: 01.02.2017

Headline: “La pobreza acorta la vida más que la obesidad, el alcohol y la hipertensión”

Link: http://elpais.com/elpais/2017/01/31/ciencia/1485861765_197759.html

23 Spain | Media: El Patagonico

Type: Website

Date: 01.02.2017

Headline: “La pobreza acorta la vida más que la obesidad o la hipertensión”

Link: <http://www.elpatagonico.com/la-pobreza-acorta-la-vida-mas-que-la-obesidad-o-la-hipertension-n1534687>

24 Spain | Media: Psyciencia

Type: Website

Date: 01.02.2017

Headline: “La pobreza acorta la vida más que la obesidad, el alcohol y la hipertensión”

Link: <https://www.psyciencia.com/2017/01/pobreza-acorta-la-vida/>

25 Spain | Media: CadenaSer

Type: Radio

Date: 01.02.2017

Headline: “La pobreza acorta más la vida que la obesidad, el alcohol y la hipertensión”

Link: http://cadenaser.com/ser/2017/02/01/sociedad/1485944152_090019.html

26 Spain | Media: El Heraldo

Type: Online newspaper

Date: 01.02.2017

Headline: “Morirse de infarto, de cáncer...o de pobre”

Link: <http://www.elheraldo.hn/opinion/columnas/1041072-469/morirse-de-infarto-de-cancer-o-de-pobre>

27 Spain | Media: El regio deporte

Type: Website

Date: 01.02.2017

Headline: “La pobreza puede acortar la esperanza de vida en hasta dos años”

Link: <http://elregiodeporte.com/2017/02/02/la-pobreza-puede-acortar-la-esperanza-de-vida-en-hasta-dos/>

28 Spain | Media: La información

Type: Website

Date: 01.02.2017

Headline: “La pobreza reduce en dos años la esperanza de vida”

Link: http://www.lainformacion.com/salud/pobreza-afecta-vida-mas-que-alcohol-hipertension_0_995600575.html

29 Spain | Media: Médicos y Pacientes

Type: Health Website

Date: 01.02.2017

Headline: “Las malas condiciones socioeconómicas pueden acortar la esperanza de vida”

Link: <http://www.medicosypacientes.com/articulo/las-malas-condiciones-socioeconomicas-pueden-acortar-la-esperanza-de-vida>

30 Spain | Media: Noticias de Navarra

Type: Online newspaper

Date: 02.02.2017

Headline: “La pobreza acorta la vida más que la obesidad, alcohol e hipertensión”

Link: <http://www.noticiasdenavarra.com/2017/02/02/mundo/la-pobreza-acorta-la-vida-mas-que-la-obesidad-alcohol-e-hipertension>

31 Spain | Media: Noticias de Navarra

Type: Online newspaper

Date: 02.02.2017

Headline: “La pobreza acorta la vida más que la obesidad, alcohol e hipertensión”

Link: <http://www.noticiasdenavarra.com/2017/02/02/mundo/la-pobreza-acorta-la-vida-mas-que-la-obesidad-alcohol-e-hipertension>

32 Spain | Media: Noticias de Gipuzkoa

Type: Online newspaper

Date: 02.02.2017

Headline: “La pobreza acorta la vida más que la obesidad, alcohol e hipertensión”

Link: <http://noticiasdegipuzkoa.com/2017/02/02/sociedad/la-pobreza-acorta-la-vida-mas-que-obesidad-alcohol-e-hipertension>

33 Spain | Media: El Tribuno

Type: Online newspaper

Date: 01.02.2017

Headline: “La pobreza acorta la vida más que la obesidad, alcohol e hipertensión”

Link: <http://www.eltribuno.info/la-pobreza-acorta-la-vida-mas-que-las-enfermedad-n823125>

34 Spain | Media: Diario las noticias

Type: Website

Date: 04.02.2017

Headline: “La pobreza mata más que el alcohol y la hipertensión”

Link: http://www.diariolasnoticias.com/sanjuan/mostrarnoticia1.php?id_noticia=45435

35 Spain | Media: La Tribuna de Canarias

Type: Online newspaper

Date: 03.02.2017

Headline: “Pobreza acorta la vida más que la obesidad — Impactante estudio”

Link: <http://latribunadecanarias.com/2017/02/03/pobreza-acorta-la-vida-m-s-que-la-obesidad-impactante/>

36 Spain | Media: Total Sapiens

Type: Website

Date: 02.02.2017

Headline: “Pobreza, más letal que obesidad, alcohol e hipertensión”

Link: <http://totalsapiens.com/total/pobreza-mas-letal-que-obesidad-alcohol-e-hipertension/>

37 Spain | Media: El Espectador

Type: Website

Date: 01.02.2017

Headline: “La pobreza reduce en dos años la esperanza de vida”

Link: <http://www.elespectador.com/noticias/salud/pobreza-mata-mas-gente-obesidad-alcohol-o-tabaquismo-articulo-677768>

38 Spain | Media: INFOBAE

Type: Website

Date: 02.02.2017

Headline: “La pobreza mata más que el alcohol y la hipertensión”

Link: <http://www.infobae.com/salud/2017/02/02/la-pobreza-mata-mas-que-el-alcohol-y-la-hipertension/>

39 Spain | Media: El Diario

Type: Online newspaper

Date: 01.02.2017

Headline: “La pobreza es uno de los principales factores que acortan la vida”

Link: http://www.eldiario.es/sociedad/pobreza-principales-factores-acortan-vida_0_607889413.html

40 Spain | Media: Noticias de Álava

Type: Online newspaper

Date: 02.02.2017

Headline: “La pobreza acorta la vida más que la obesidad, el alcohol y la hipertensión”

Link: <http://www.noticiasdealava.com/2017/02/02/sociedad/la-pobreza-acorta-la-vida-mas-que-la-obesidad-el-alcohol-y-la-hipertension>

41 Spain | Media: Guiaongs

Type: Blog

Date: 02.02.2017

Headline: “La pobreza acorta la vida más que el tabaco y el alcohol”

Link: <http://www.guiaongs.org/noticias/pobreza-acorta-vida-mas-tabaco-alcohol/>

42 Spain | Media: MATS-Madrid

Type: Blog

Date: 02.02.2017

Headline: “La pobreza es uno de los principales factores que acortan la vida”

Link: <http://www.mats-madrid.com/la-pobreza-es-uno-de-los-principales-factores-que-acortan-la-vida/>

43 Spain | Media: Culturacolectiva

Type: Website

Date: 01.02.2017

Headline: “La pobreza es más letal que la obesidad y el consumo de alcohol, afirma estudio”

Link: <http://culturacolectiva.com/pobreza-tambien-acorta-la-vida-alcohol/>

44 France | Media: Le Huffington Post

Type: Online newspaper

Date: 01.02.2017

Headline: “Vivre dans un environnement précaire diminue l'espérance de vie de deux an”

Link: <http://www.huffingtonpost.fr/2017/02/01/vivre-dans-un-environnement-precaire-diminue-lesperance-de-vie/>

45 France | Media: Maville - La Roche sur Yon

Type: Website

Date: 01.02.2017

Headline: “Vivre dans un milieu défavorisé ferait perdre deux ans de vie”

Link: http://www.larochesuryon.maville.com/actu/actudet_-vivre-dans-un-milieu-defavorise-ferait-perdre-deux-annees-de-vie_54135-3126988_actu.Htm

46 France | Media: Morandini Sante

Type: Website

Date: 0q.02.2017

Headline: “Vivre dans un milieu défavorisé fait perdre deux années de vie selon une étude”

Link: <http://www.morandinisante.com/article-sante-364306-vivre-dans-un-milieu-defavorise-fait-perdre-deux-annees-de-vie-selon-une-etude.html>

47 France | Media: La Liberation

Type: Online newspaper

Date: 01.02.2017

Headline: “Vivre dans un milieu défavorisé ferait perdre deux ans de vie”

Link: http://www.liberation.fr/direct/element/vivre-dans-un-milieu-defavorise-fait-perdre-deux-annees-de-vie_57231/

48 France | Media: Ouest France

Type: Newswire

Date: 01.02.2017

Headline: “Vivre dans un milieu défavorisé ferait perdre deux ans de vie”

Link: <http://www.ouest-france.fr/societe/vivre-dans-un-milieu-defavorise-ferait-perdre-deux-annees-de-vie-4771378>

49 France | Media: La Depeche

Type: Website

Date: 01.02.2017

Headline: “Vivre dans un milieu défavorisé ferait perdre deux ans de vie”

Link: <http://www.ladepeche.fr/article/2017/02/01/2508603-vivre-milieu-defavorise-fait-perdre-deux-annees-vie.html>

50 France | Media: La Provence

Type: Website

Date: 03.02.2017

Headline: “Vivre dans un milieu défavorisé ferait perdre deux ans de vie”

Link: <http://www.laprovence.com/sante>

51 France | Media: 24matins

Type: Online newspaper

Date: 03.02.2017

Headline: “Vivre dans un milieu défavorisé ferait perdre deux ans de vie”

Link: <http://www.24matins.fr/de-mauvaises-conditions-socio-economiques-reduisent-duree-de-vie-474481>

52 France | Media: Doctissimo

Type: Health Website

Date: 01.02.2017

Headline: “Vivre dans un milieu défavorisé ferait perdre deux ans de vie”

Link: <http://www.doctissimo.fr/sante/news>

53 France | Media: Le Figaro

Type: Website

Date: 03.02.2017

Headline: “Vivre dans un milieu défavorisé ferait perdre deux ans de vie”

Link: <http://sante.lefigaro.fr/article/vivre-dans-un-milieu-defavorise-ferait-perdre-deux-ans-de-vie>

54 France | Media: Actu Santé

Type: Online Journal

Date: 02.02.2017

Headline: Un environnement précaire réduirait le durée de vie de deux ans

Link: <http://www.actusante.net/actu/environnement-precaire-reduirait-duree-de-vie-de-deux-ans-7486>

55 Argentina | Media: Los Andes

Type: Online newspaper

Date: 01.02.2017

Headline: “OMS: la pobreza acorta la vida más que la hipertensión, la obesidad y el alcohol”

Link: <http://www.losandes.com.ar/article/oms-la-pobreza-acorta-la-vida-mas-que-la-hipertension-la-obesidad-y-el-alcohol>

56 Argentina | Media: Breaking100news

Type: Website

Date: 02.02.2017

Headline: “La pobreza reduce dos años la esperanza de vida”

Link: <http://breaking100news.com/mx/salud/la-pobreza-reduce-dos-anos-la-esperanza-de-vida/>

57 Argentina | Media: FM Libre

Type: Website

Date: 02.02.2017

Headline: “La pobreza mata más que el alcohol y la hipertensión”

Link: <http://fmlibre.com.ar/la-pobreza-mata-mas-que-el-alcohol-y-la-hipertension/>

58 Argentina | Media: La verdad oculta

Type: Website

Date: 02.02.2017

Headline: “La pobreza mata más que el alcohol”

Link: <http://www.laverdadoculta.com.ar/2017/02/la-pobreza-mata-mas-que-el-alcohol.html>

59 Argentina | Media: Conocernosmás

Type: Website

Date: 02.02.2017

Headline: “La pobreza mata más que el alcohol y la hipertensión”

Link: <http://conocernosmas.com.ar/web/la-pobreza-mata-mas-que-el-alcohol-y-la-hipertension/>

60 Argentina | Media: Noticiasenpositivo

Type: Website

Date: 02.02.2017

Headline: “La pobreza mata más que el alcohol y la hipertensión”

Link:

http://www.noticiasenpositivo.com.ar/notix/noticia_17375_la_pobreza_mata_más_que_el_alcohol_y_la_hipertensión

61 Mexico | Media: Noticiasmexico

Type: Website

Date: 03.02.2017

Headline: “La pobreza reduce dos años la esperanza de vida”

Link: <https://1noticiasmexico.com/la-pobreza-reduce-dos-anos-la-esperanza-de-vida/>

62 Mexico | Media: Índice Político

Type: Online newspaper

Date: 02.02.2017

Headline: “La pobreza acorta dos años la esperanza de vida”

Link: <http://www.indicepolitico.net/la-pobreza-acorta-dos-anos-la-esperanza-de-vida/>

63 Mexico | Media: El Dictamen

Type: Online newspaper

Date: 03.02.2017

Headline: “Ahora y Aquí. La pobreza acorta la vida: The Lancet”

Link: <http://eldictamen.mx/2017/02/columnas/ahora-y-aqui/la-pobreza-acorta-la-vida-the-lancet/>

64 Mexico | Media: El Universal

Type: Online newspaper

Date: 01.02.2017

Headline: “La pobreza reduce dos años la esperanza de vida”

Link: <http://www.eluniversal.com.mx/articulo/ciencia-y-salud/salud/2017/02/1/la-pobreza-reduce-en-dos-anos-la-esperanza-de-vida>

65 Mexico | Media: El Nacional

Type: Online newspaper

Date: 01.02.2017

Headline: “Esperanza de vida se reduce por la pobreza: Estudio”

Link: <http://periodicoelnacional.mx/esperanza-de-vida-se-reduce-por-la-pobreza-estudio/>

66 Mexico | Media: MedlinePlus

Type: Health website

Date: 01.02.2017

Headline: “La pobreza le roba dos años de vida, según un estudio”

Link: https://medlineplus.gov/spanish/news/fullstory_163411.html

67 Mexico | Media: Colima Noticias

Type: Online newspaper

Date: 03.02.2017

Headline: “La pobreza reduce hasta dos años la expectativa de vida”

Link: <http://www.colimanoticias.com/la-pobreza-reduce-hasta-dos-anos-la-expectativa-de-vida/>

68 Mexico | Media: Zocalo

Type: Online newspaper

Date: 02.02.2017

Headline: “La pobreza es más dañina para la salud que el alcoholismo y la obesidad”

Link: <http://www.zocalo.com.mx/seccion/articulo/la-pobreza-es-mas-danina-para-la-salud-que-el-alcoholismo-y-la-obesidad>

69 Mexico | Media: Iurex

Type: Website

Date: 02.02.2017

Headline: “La pobreza reduce dos años la esperanza de vida”

Link: <http://mx.iurex.com/noticia/la-pobreza-reduce-dos-anos-la-esperanza-de-vida/558162>

70 Mexico | Media: ElEconomistaAmérica

Type: Online newspaper

Date: 01.02.2017

Headline: “La pobreza puede acortar la vida más que el alcohol”

Link: <http://www.economistaamerica.com/economia-eAm/noticias/8125352/02/17/La-pobreza-puede-acortar-la-vida-mas-que-el-alcohol.html>

71 Mexico | Media: AméricaEconomía

Type: Online newspaper

Date: 02.02.2017

Headline: “La pobreza, más peligrosa que la obesidad, el tabaquismo o el alcohol”

Link: <http://clustersalud.americaeconomia.com/la-pobreza-mas-peligrosa-la-obesidad-tabaquismo-alcohol/>

72 Mexico | Media: Mundo Agua y saneamiento

Type: Website

Date: 01.02.2017

Headline: “Pobreza, más letal que obesidad, alcohol e hipertensión: Estudio”

Link: <http://mundoaguaysaneamiento.net/2017/02/02/pobreza-m-s-letal-que-obesidad-alcohol-e-hipertensi-n/>

73 China | Media: South China Morning Post

Type: Online Newspaper

Date: 02.02.2017

Headline: “Lowly ranked workers face prospect of shorter life than CEOs”

Link: <http://www.scmp.com/lifestyle/health-beauty/article/2067430/lowly-ranked-workers-face-prospect-shorter-life-ceos>

74 China | Media: Times of news

Type: Online Newspaper

Date: 02.02.2017

Headline: “Lowly ranked workers face prospect of shorter life than CEOs”

Link: <http://www.scmp.com/lifestyle/health-beauty/article/2067430/lowly-ranked-workers-face-prospect-shorter-life-ceos>

75 China | Media: 3 Novices China

Type: Blog

Date: 02.02.2017

Headline: “3Novices:Lowly ranked workers face prospect of shorter life than CEOs”

Link: <https://3noviceschina.wordpress.com/2017/02/02/3noviceslowly-ranked-workers-face-prospect-of-shorter-life-than-ceos/>

76 China | Media: 中央社中文新闻(简体) - CNACCN

Type: Newswire

Date: 02.02.2017

Headline: “研究证实穷人命短没钱恐少活两年”

Copy: printed attached

77 China | Media: NMG Xinhuanet

Type: Newspaper

Date: 03.02.2017

Headline: 西媒：研究称贫困影响人类健康 平均减寿两岁

Link: http://www.nmg.xinhuanet.com/home/ws/2017-02/03/c_1120403123.htm

78 China | Media: 199IT

Type: Website?

Date: 01.02.2017

Headline: Lifepath：研究证实穷人命短 没钱恐少活两年

Link: <http://www.199it.com/archives/561489.html>

79 China (Taiwan) | Media: Liberty Times Net

Type: Online Newspaper?

Date: 01.02.2017

Headline: 金歹命... 法研究：窮人平均少活2年

Link: <http://news.ltn.com.tw/news/world/breakingnews/1962228>

80 Japan | Media: Jiji.com

Type: Online Magazine

Date: 03.02.2017

Headline: 社会経済的地位の低さ、肥満よりも健康リスク高い研究

Link: <http://www.jiji.com/jc/article?k=20170203035250a&g=afp>

81 Vietnam | Media: Radio Vatican Vietnam

Type: Radio

Date: 02.02.2017

Headline: Người nghèo sẽ có cuộc sống bị rút ngắn 2 năm

Link:

http://vi.radiovaticana.va/news/2017/02/06/ng%C6%B0%E1%BB%9Di_ngh%C3%A8o_s%E1%BA%BD_c%C3%B3_cu%E1%BB%99c_s%E1%BB%91ng_b%E1%BB%8B_r%C3%BAt_ng%E1%BA%AFn_2_n%C4%83m/1290635

82 India | Media: THE HANS INDIA

Type: Newswire

Date: 01.02.2017

Headline: "Poverty may up death rate more than obesity, alcohol: Lancet"

Copy: printed attached

83 India | Media: Indo-Asian News Service

Type: Newswire

Date: 01.02.2017

Headline: "Poverty may up death rate more than obesity, alcohol: Lancet"

Copy: printed attached

85 India | Media: Daily News and Analysis (DNA) India

Type: Online Newspaper

Date: 01.02.2017

Headline: Poverty may up death risk more than obesity, alcohol: study

Link: <http://www.dnaindia.com/health/report-poverty-may-up-death-risk-more-than-obesity-alcohol-study-2305823>

86 India | Media: Deccan Chronicle

Type: Newspaper

Date: 01.02.2017

Headline: “Low social rank is more harmful to health than obesity: study”

Link: <http://www.deccanchronicle.com/lifestyle/health-and-wellbeing/010217/low-social-rank-is-more-harmful-to-health-than-obesity-study.html>

87 India | Media: NDTV

Type: Television

Date: 01.02.2017

Headline: “Poverty Versus Obesity and Alcohol: What's More Deadly for Your Life?”

Link: <http://food.ndtv.com/health/poverty-versus-obesity-and-alcohol-whats-more-deadly-for-your-life-1654969>

88 South Africa | Media: South Africa News Today

Type: Website

Date: 01.02.2017

Headline: “Low social rank is a bigger health risk than obesity: study”

Link: <http://www.southafricanewstoday.co.za/health/2017/02/low-social-rank-bigger-health-risk-than-obesity-study/>

89 South Africa | Media: News Africa Now

Type: Website

Date: 01.02.2017

Headline: “Low social rank is a bigger health risk than obesity: study”

Link: <http://www.southafricanewstoday.co.za/health/2017/02/low-social-rank-bigger-health-risk-than-obesity-study/>

90 Nigeria | Media: The Guardian

Type: Newspaper

Date: 03.02.2017

Headline: Nigerians' life expectancy drops as recession bites

Link: <https://guardian.ng/news/nigerians-life-expectancy-drops-as-recession-bites/>

91 Colombia | Media: El Mostrador

Type: Online newspaper

Date: 01.02.2017

Headline: “La pobreza es tan o más dañina que la obesidad, la hipertensión y el alcoholismo”

Link: <http://www.elmostrador.cl/noticias/mundo/2017/02/01/la-pobreza-es-tan-o-mas-danina-que-la-obesidad-la-hipertension-y-el-alcoholismo/>

92 Colombia | Media: El Espectador

Type: Online newspaper

Date: 01.02.2017

Headline: “Pobreza mata a más gente que la obesidad, alcohol o tabaquismo”

Link: <http://www.elespectador.com/noticias/salud/pobreza-mata-mas-gente-obesidad-alcohol-o-tabaquismo-articulo-677768>

93 Honduras | Media: Quién Opina?

Type: Online newspaper

Date: 02.02.2017

Headline: “La pobreza es más dañina para la salud que el alcoholismo y la obesidad”

Link: <http://www.quienopina.com/2017/02/la-pobreza-es-mas-danina-para-la-salud-que-el-alcoholismo-y-la-obesidad/>

94 Dominican Republic | Media: TRA Noticias

Type: Website

Date: 03.02.2017

Headline: “La pobreza acorta la vida más que la obesidad”

Link: <http://www.teleradioamerica.com/2017/02/la-pobreza-acorta-la-vida-mas-que-la-obesidad-el-alcohol-y-la-hipertension/>

95 Tunisia | Media: Agence Tunis Afrique Presse

Type: Newswire

Date: 01.02.2017

Headline: “Vivre dans un milieu défavorisé ferait perdre deux ans de vie”

Link: <http://www.tap.info.tn/fr/Portail-Monde/8670777-vivre-dans-un>

96 Canada | Media: CTV News

Type: Website

Date: 01.02.2017

Headline: “Low social rank is a bigger health risk than obesity: study”

Link: <http://www.ctvnews.ca/health/low-social-rank-is-a-bigger-health-risk-than-obesity-study-1.3266121>

97 Canada | Media: Exchange Morning Post

Type: Newspaper

Date: 01.02.2017

Headline: Low socioeconomic status reduces life expectancy and should be counted as a major risk factor in health policy, study says

Link: <http://exchangemagazine.com/2017/week5/Thursday/17020226.htm>

98 Pakistan | Media: Daily Sun News

Type: Online Newspaper

Date: 01.02.2017

Headline: “Low social rank is a bigger health risk than obesity: study”

Link: <http://sunnews.com.pk/health/low-social-rank-bigger-health-risk-than-obesity-study-health/>

99 Uruguay | Media: Salto Al Día

Type: Online Newspaper

Date: 04.02.2017

Headline: “Pobreza mata a más gente que la obesidad, alcohol o tabaquismo”

Link: <http://saltoaldia.com.uy/2017/02/04/pobreza-mata-a-mas-gente-que-la-obesidad-alcohol-o-tabaquismo/>

100 Kenya | Media: Africa Ghanamma

Type: Website

Date: 01.02.2017

Headline: “Low Social Rank Bigger Health Risk Than Obesity: Study”

Link: <http://africa.ghanamma.com/kenya/2017/02/01/low-social-rank-bigger-health-risk-than-obesity-study/>

101 Costa Rica | Media: La Nación

Type: Online newspaper

Date: 31.01.2017

Headline: “La pobreza sí reduce la expectativa de vida y es tan dañina como el sedentarismo”

Link: http://www.nacion.com/vivir/bienestar/Pobreza-expectativa-deberia-contada-factor_0_1613038710.html

102 Ukraine | Media: Vector News

Type: Newswire

Date: 02.02.2017

Headline: “Low social status a bigger health risk than obesity: study”

Link: <http://en.vnews.agency/news/society/38914-low-social-status-a-bigger-health-risk-than-obesity-study.html>

103 Germany | The Spiegel Online

Type: Online newspaper

Date: 02.02.2017

Headline: “Schlechtere Bildung, weniger Geld - kürzeres Leben”

Link: <http://www.spiegel.de/gesundheit/diagnose/lebensdauer-schlechte-bildung-weniger-geld-kuerzeres-leben-a-1132848.html>

104 Germany | Media: Gesundheit.de

Type: Online Health Journal

Date: undated

Headline: Schlechte sozio-oekonomische Umstände verkürzen Leben um zwei Jahre

Link: <https://www.gesundheit.de/news/urn.newsml.afp.com.20170201.doc.lb47y>

105 Germany | Media: Heilpraxisnet.de

Type: Online Journal

Date: 02.02.2017

Headline: Studien: Armut reduziert die Lebensdauer stärker als Adipositas

Link: <http://www.heilpraxisnet.de/naturheilpraxis/studien-armut-reduziert-die-lebensdauer-staerker-als-adipositas-20170201218408>

106 Germany | Media: infocomma.net

Type: Website

Date: 05.02.2017

Headline: Lebensdauer: Schlechte Bildung, weniger Geld, kürzeres Leben

Link: <http://infocomma.net/deutschland-28/lebensdauer-schlechte-bildung-weniger-geld-kurzeres-leben-10101.html>

107 Germany (Turkish language) | Media: Deutsche Welle

Type: Radio and Television

Date: 01.02.2017

Headline: Kötü sosyo-ekonomik koşullar ömrü kısaltıyor

Link: <http://www.dw.com/tr/k%C3%B6t%C3%BC-sosyo-ekonomik-ko%C5%9Fullar-%C3%B6mr%C3%BC-k%C4%B1salt%C4%B1yor/a-37374107>

108 UK | Media: The Times

Type: Online newspaper

Date: 01.02.2017

Headline: “Poverty harms health more than obesity or alcohol”

Link: http://www.thetimes.co.uk/_TP_/edition/news/poverty-harms-health-more-than-obesity-or-alcohol-s0vcwl67k?ni-statuscode=acsaz-307

109 UK | Media: Huffington Post

Type: Online newspaper

Date: 01.02.2017

Headline: “Poverty Shortens Life Expectancy More Than Drinking Or Obesity, Researchers Find”

Link: http://www.huffingtonpost.co.uk/entry/poverty-shortens-life-expectancy-more-than-drinking-or-obesity-researchers-find_uk_58919edce4b064366c57858d

110 UK | Media: The Daily Mail

Type: Online newspaper

Date: 31.01.2017

Headline: “Being poor is worse for people's life expectancy than being fat, having high blood pressure or drinking too much alcohol says major health study”

Link: <http://www.dailymail.co.uk/news/article-4178222/Low-social-rank-bigger-health-risk-obesity-study.html>

111 USA | Media: Eurekalert

Type: Newswire

Date: 31.01.2017

Headline: “The Lancet: Low socioeconomic status reduces life expectancy and should be counted as a major risk factor in health policy, study says”

Link: https://www.eurekalert.org/pub_releases/2017-01/tl-tll013017.php

112 USA | Media: United Press International & healthday.com

Type: Newswire & Website

Date: 01.02.2017

Headline: “Poverty Takes 2 Years Off Your Life: Study”

Links: <http://www.upi.com/Poverty-takes-2-years-off-your-life-Study/8551485972284/>

<https://consumer.healthday.com/general-health-information-16/survival-news-783/poverty-takes-2-years-off-your-life-study-719187.html>

113 USA | Media: American Journal of Managed Care

Type: Academic journal

Date: 12.02.2017

Headline: Low Socioeconomic Status Linked to Reduced Life Expectancy

Link: <http://www.ajmc.com/newsroom/low-socioeconomic-status-linked-to-reduced-life-expectancy>

114 UK | Media: AOL news

Type: Newswire

Date: 01.02.2017

Headline: “Poverty shortens your life more than drinking or obesity, researchers find”

Link: <http://www.aol.co.uk/living/2017/01/31/poverty-shortens-your-life-more-than-drinking-or-obesity-resear/>

115 India | Media: Business Standard

Type: Online newspaper

Date: 01.02.2017

Headline: “Poverty may up death rate more than obesity, alcohol: Lancet”

Link: http://www.business-standard.com/article/news-ians/poverty-may-up-death-rate-more-than-obesity-alcohol-lancet-117020100547_1.html

116 India | Media: India Today

Type: Online newspaper

Date: 01.02.2017

Headline: “Poverty may up death risk more than obesity, alcohol: study”

Link: <http://indiatoday.intoday.in/story/poverty-may-up-death-risk-more-than-obesity-alcohol-study/1/871935.html>

117 India | Media: Asian Age

Type: Online newspaper

Date: 01.02.2017

Headline: “Obesity damages health less than low social rank”

Link: <http://www.asianage.com/life/health/010217/obesity-damages-health-less-than-low-social-rank.html>

118 Pakistan | Media: The Nation

Type: Online newspaper

Date: 01.02.2017

Headline: “Low social rank bigger health risk than obesity, reveals new study”

Link: <http://nation.com.pk/snippets/01-Feb-2017/low-social-rank-bigger-health-risk-than-obesity-reveals-new-study>

119 Australia | Media: The Australian

Type: Online newspaper

Date: 01.02.2017

Headline: “Poverty cuts life more than alcohol: study”

Link: <http://www.theaustralian.com.au/news/latest-news/poverty-cuts-life-more-than-alcohol-study/news-story/d5e322c0e760adec2d2e3739df010eb7>

120 Australia | Media: The Australian

Type: Newswire

Date: 01.02.2017

Headline: “Poverty cuts life more than alcohol: study”

Link: <http://www.news.com.au/national/breaking-news/poverty-cuts-life-more-than-alcohol-study/news-story/d5e322c0e760adec2d2e3739df010eb7>

121 UK | Media: Medical Xpress

Type: Health Website

Date: 01.02.2017

Headline: “Low socioeconomic status reduces life expectancy and should be counted as a major risk factor in health policy”

Link: <https://medicalxpress.com/news/2017-02-socioeconomic-status-life-major-factor.html>

122 Canada | Media: Exchangemagazine

Type: Newswire

Date: 02.02.2017

Headline: “Low socioeconomic status reduces life expectancy and should be counted as a major risk factor in health policy, study says”

Link: <http://exchangemagazine.com/2017/week5/Thursday/17020226.htm>

123 Turkey | Media: TRT

Type: Radio/Television

Date: 04.02.2017

Headline: “Vivre dans un milieu défavorisé fait perdre deux années de vie (étude)”

Link: <http://www.trt.net.tr/francais/science-sante/2017/02/04/vivre-dans-un-milieu-defavorise-fait-perdre-deux-annees-de-vie-etude-663292>

124 Croatia | Media: HRT magazine

Type: Online newspaper

Date: 01.02.2017

Headline: “Loše društveno-ekonomske okolnosti 'oduzimaju' dvije godine života”

Link: <http://magazin.hrt.hr/372444/lose-drustveno-ekonomske-okolnosti-oduzimaju-dvije-godine-zivota>

125 Portugal | Media: Sapo24

Type: Newswire

Date: 01.02.2017

Headline: “Pobreza, emprego mal pago e baixo nível de instrução podem custar dois anos de vida”

Link: <http://24.sapo.pt/atualidade/artigos/pobreza-emprego-mal-pago-e-baixo-nivel-de-instrucao-podem-custar-dois-anos-de-vida>

126 Portugal | Media: TVI 24 Online

Type: Television

Date: 01.02.2017

Headline: “Más condições socioeconómicas provocam a perda de dois anos de vida”

Link: <http://www.tvi24.iol.pt/tecnologia/estudo/mas-condicoes-socioeconomicas-provocam-a-perda-de-dois-anos-de-vida>

127 Portugal | Media: Jornal de Notícias

Type: Online newspaper

Date: 01.02.2017

Headline: “Más condições socioeconómicas causam perda de 2 anos de vida”

Link: <http://www.jn.pt/nacional/interior/mas-condicoes-socioeconomicas-causam-perda-de-2-anos-de-vida-5640481.htm>

128 Portugal | Media: SIC Notícias

Type: Online newspaper

Date: 01.02.2017

Headline: “Más condições socioeconómicas provocam perda de anos de vida”

Link: <http://sicnoticias.sapo.pt/mundo/2017-02-01-Mas-condicoes-socioeconomicas-provocam-perda-de-anos-de-vida>

129 Portugal | Media: Dinheiro Vivo

Type: Online newspaper

Date: 01.02.2017

Headline: “Estudo. Más condições socioeconómicas provocam a perda de 2 anos de vida”

Link: <https://www.dinheirovivo.pt/economia/estudo-condicoes-socioeconomicas-provocam-perda-2-anos-vida/>

130 Portugal | Media: TSF

Type: Online newspaper

Date: 01.02.2017

Headline: “Más condições socioeconómicas fazem perder 2 anos de vida”

Link: <http://www.tsf.pt/sociedade/ciencia-e-tecnologia/interior/mas-condicoes-socioeconomicas-fazem-perder-2-anos-de-vida-5640492.html>

131 Italy | Media: Scienceonthenet

Type: Online newspaper

Date: 01.02.2017

Headline: “20% of Premature Mortality Due to Low Status Job”

Link: <http://www.scienzainrete.it/node/17895>

132 Italy | Media: ANSA

Type: Newswire

Date: 01.02.2017

Headline: “Lo svantaggio sociale ruba anni come il fumo e le malattie”

Link: http://www.ansa.it/canale_saluteebenessere/notizie/medicina/2017/02/01/ansa-svantaggio-sociale-ruba-anni-come-fumo-e-malattie_0e903f16-4657-42b9-9646-ed3999e19071.html

133 Italy | Media: Corriere della sera

Type: Online newspaper

Date: 01.02.2017

Headline: “La povertà ruba anni di vita quasi quanto fumo, obesità e diabete”

Link: http://www.corriere.it/salute/17_febbraio_01/poverta-ruba-anni-vita-quasi-quanto-fumo-obesita-diabete-38e0a2ba-e863-11e6-b85e-cfb9b1bcef6b.shtml

134 Italy | Media: Repubblica

Type: Online newspaper

Date: 01.02.2017

Headline: “La povertà fa male quasi quanto fumo, obesità e diabete”

Link:

http://www.repubblica.it/salute/prevenzione/2017/01/01/news/poverta_accorcia_vita_fumo_diabete_obesita_-157306988/

135 Italy | Media: L'Espresso

Type: Online newspaper

Date: 01.02.2017

Headline: “La povertà? Fa perdere due anni di vita”

Link: <http://espresso.repubblica.it/attualita/2017/02/01/news/la-poverta-fa-perdere-due-anni-di-vita-1.294532>

136 Italy | Media: Panorama

Type: Online newspaper

Date: 01.02.2017

Headline: “Salute: povertà accorcia vita, -2 anni per cattive condizioni socioeconomie”

Link: <http://www.panorama.it/scienza/salute/salute-poverta-accorcia-vita-2-anni-per-cattive-condizioni-socioeconomiche/>

137 Italy | Media: Wired.it

Type: Online newspaper

Date: 01.02.2017

Headline: “Sei povero? Potresti vivere due anni in meno”

Link: <https://www.wired.it/lifestyle/salute/2017/02/01/la-bassa-posizione-socio-economica-incide-sulla-durata-media-della-vita/>

138 Italy | Media: Quotidianosanita

Type: Health website

Date: 01.02.2017

Headline: “Essere poveri accorcia la vita di due anni. Lo studio su Lancet”

Link: http://www.quotidianosanita.it/scienza-e-farmaci/articolo.php?articolo_id=47470

139 Italy | Media: Today.it

Type: Newswire

Date: 02.02.2017

Headline: "La povertà toglie due anni di vita: "Quasi come fumo, diabete e obesità""

Link: <http://www.today.it/rassegna/correlazione-poverta-mortalita-studio-lancet.html>

140 Italy | Media: Quotidiano di Sicilia

Type: Online newspaper

Date: 08.02.2017

Headline: "Aspettativa di vita sensibilmente ridotta per poveri"

Link: <http://www.qds.it/24297-aspettativa-di-vita-sensibilmente-ridotta-per-poveri.htm>

141 Italy | Media: Marieclaire.it

Type: Online newspaper

Date: 03.02.2017

Headline: "Essere poveri è poco salutare quanto essere sedentari"

Link: <http://www.marieclaire.it/Benessere/news-appuntamenti/essere-poveri-accorcia-la-vita>

142 Italy | Media: Pazienti.it

Type: Health websiter

Date: 06.02.2017

Headline: "La povertà fa male alla salute!"

Link: <https://www.pazienti.it/blog/la-poverta-fa-male-alla-salute-06022017>

143 Italy | Media: Palermomania

Type: Online Newspaper

Date: 01.02.2017

Headline: La povertà accorcia la vita. A dirlo uno studio condotto da Lifepath, un progetto finanziato dalla Commissione europea

Link: <http://www.palermomania.it/news.php?la-poverta-accorcia-la-vita-a-dirlo-uno-studio-condotto-da-lifepath-un-progetto-finanziato-dalla-commissione-europea&id=88345>

144 Italy | Media: Leonardo.it

Type: Website

Date: 01.02.2017

Headline: Essere poveri accorcia la vita media di 2 anni, lo studio

Link: <http://salute.leonardo.it/essere-poveri-accorcia-la-vita-media-di-2-anni-lo-studio/>

145 Italy | Media: RIFday

Type: Journal for pharmacists

Date: 01.02.2017

Headline: Salute, le condizioni socioeconomiche disagiate "rubano" in media 2 anni di vita

Link: <http://www.rifday.it/2017/02/01/salute-le-condizioni-socioeconomiche-disagiate-rubano-media-2-anni-vita/>

146 Norway | Media: ABC Nyheter

Type: Newspaper

Date: 01.02.2017

Headline: Levetidsstudie: Lav status større risiko enn overvekt

Link: <http://www.abcnyheter.no/livet/2017/02/01/195274456/levetidsstudie-lav-status-storre-risiko-enn-overvekt>

147 Ireland | Media: The Irish Times

Type: Newspaper

Date: 07.02.2017

Headline: Being poor should be included as health risk factor

Link: <http://www.irishtimes.com/life-and-style/health-family/being-poor-should-be-included-as-health-risk-factor-1.2958283>

148 Australia | Media: 9news.com

Type: Television

Date: 31.01.2017

Headline: Poverty cuts life more than alcohol: study

Link: <http://www.9news.com.au/health/2017/02/01/15/35/poverty-cuts-life-more-than-alcohol-study>

149 Australia | Media: SBS

Type: Television

Date: 01.02.2017

Headline: Poverty cuts life more than alcohol: study

Link: <http://www.sbs.com.au/news/article/2017/02/01/poverty-cuts-life-more-alcohol-study>

150 Bulgaria | Media: OFFNews

Type: Online Newspaper

Date: 02.02.2017

Headline: Бедността съкращава живота с 2 г., цигарите - с 5

Link: http://offnews.bg/news/Zdrave_18753/Bednostta-sakrashtava-zhivota-s-2-g-tcigarite-s-5_646007.html

151 Czech Republic | Media: ČT24

Type: Television

Date: 05.02.2017

Headline:

Chudoba zkracuje život stejně jako kouření, popsala studie vědců z EU

Link: <http://www.ceskatelevize.cz/ct24/veda/2034984-chudoba-zkracuje-zivot-stejne-jako-koureni-popsala-studie-vedcu-z-eu>

152 Czech Republic | Media: Aktuálně.cz

Type: Online Newspaper

Date: 11.02.2017

Headline: Chudoba zkracuje život o více než dva roky. Je to zabiják jako cukrovka či kouření, ukázalastudie

Link: <https://zpravy.aktualne.cz/zahranici/chudoby-zkracuje-zivot-o-dva-roky-podobne-jako-koureni-ci-cu/r~5033cf4cf05a11e681eb0025900fea04/?redirected=1487000538>

153 Czech Republic | Media: Denik.cz

Type: Newspaper

Date: 11.02.2017

Headline: Chudoba zabíjí jako kouření či cukrovka

Link: http://www.denik.cz/ze_sveta/chudoba-zabiji-jako-koureni-ci-cukrovka-20170212.html

154 Bosnia and Herzegovina | Media: Radio Sarajevo

Type: Radio

Date: 02.02.2017

Headline: Nama u Bosni još... / Loši uslovi: Šta nam sve skraćuje život?

Link: <http://www.radiosarajevo.ba/magazin/zivot-i-stil/losi-uslovi-sta-nam-sve-skracuje-zivot/252623>

155 Slovakia | Media: Euraktiv.sk

Type: Website

Date: 02.02.2017

Headline: Chudoba zabíja. Zdravotnícke stratégie si ju nevšímajú

Link: http://www.denik.cz/ze_sveta/chudoba-zabiji-jako-koureni-ci-cukrovka-20170212.html

156 Slovakia | Media: TREND.sk

Type: Magazine

Date: 11.02.2017

Headline: Chudoba zabíja rovnako ako fajčenie či cukrovka

Link: <http://www.etrend.sk/ekonomika/chudoba-zabija-rovnako-ako-fajcenie-ci-cukrovka.html>

157 Slovenia | Media: najdi.si

Type: Online Magazine

Date: 01.02.2017

Headline: Revščina je za zdravje slabša od debelosti in alkoholizma

Link: <http://novice.najdi.si/predogled/novica/b2496d27a821ed3577e83db24a80fd16/Svet24-si/Lepota-in-zdravje/Rev%C5%A1%C4%8Dina-je-za-zdravje-slab%C5%A1a-od-debelosti-in-alkoholizma>

158 Slovenia | Media: 24ur.com

Type: Television

Date: 01.02.2017

Headline: Nizek druzbeni status bolj ogroza zdravje kot debelost

Link: http://www.24ur.com/specialno/nega_in_zdravje/nizek-druzbeni-status-bolj-ogroza-zdravje-kot-debelost.html

159 Russia | Media: ytpo.ru

Type: Online Magazine

Date: 02.02.2017

Headline: Низкий социальный статус убивает человека

Link: <https://utro.ru/news/2017/02/02/1315197.shtml>

160 The Netherlands | Media: NRC

Type: Newspaper

Date: 31.1.2017

Headline: Door betere scholing en armoedebestrijding leven mensen langer

Link: <https://www.nrc.nl/nieuws/2017/01/31/door-betere-scholing-en-armoedebestrijding-leven-mensen-langer-6483732-a1543896>

161 Switzerland | Media: Ticinoonline

Type: Website

Date: 01.02.2017

Headline: Attenti: un lavoro che odiate vi fa male più di fumo e diabete

Link: <http://www.tio.ch/News/Svizzera/Attualita/1128869/Attenti-un-lavoro-che-odiate-vi-fa-male-piu-di-fumo-e-diabete/>

162 Switzerland | Media: Telebasel

Type: Television

Date: 01.02.2017

Headline: Sozial Benachteiligte leben zwei Jahre weniger

Link: <https://telebasel.ch/2017/02/01/sozial-benachteiligte-leben-rund-zwei-jahre-weniger/>

163 Austria | Media: Salzburg 24

Type: Online Newspaper

Date: 01.02.2017

Headline: Sozial Benachteiligte leben rund zwei Jahre kürzer

Link: <http://www.salzburg24.at/sozial-benachteiligte-leben-rund-zwei-jahre-kuerzer/apa-1434234852>

164: Portugal | Media: Jornal Médico

Type: Online Journal

Date: 01.02.2017

Headline: Más condições socioeconómicas responsáveis por menos dois anos de vida

Link: <http://www.jornalmedico.pt/atualidade/33091-mas-condicoes-socioeconomicas-responsaveis-por-menos-dois-anos-de-vida.html>

165: Canada | Media: CBC News

Type: Online Newspaper

Date: 01.02.2017

Headline: Working for a living and life expectancy

Link: <http://www.cbc.ca/news/working-for-a-living-and-life-expectancy-1.3962805>

166: European Media | Media: Horizon Magazine

Type: Website

Date: 24.04.2017

Headline: Blood samples give clues to social inequality

Link: https://horizon-magazine.eu/article/blood-samples-give-clues-social-inequality_en.html