

Advanced Media Strategies Series

Media Advocacy

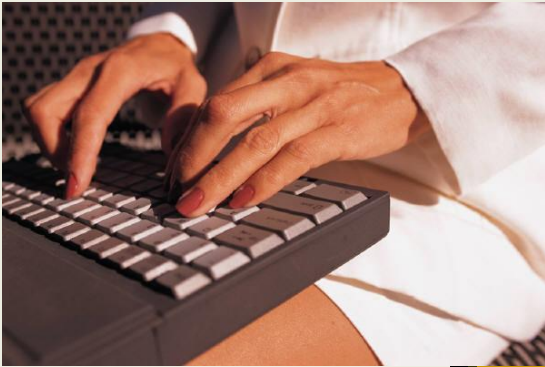
March 26, 2015

Host: Linda Barovier

Youtube Link: <https://youtu.be/kz8Y7U1nrwU>



Orientation to the Technology



Welcome and Introductions



Objectives

Participants will be able to:

- Describe four keys necessary for effective implementation of a media advocacy effort
- Apply each of the four keys to a case study example
- Describe one short term impact, interim or intermediate outcome and longer term impact



Definition

Media advocacy supports community and citizen engagement and mobilization to advance a social or policy initiative.¹



Media Advocacy = Policy Change

Use media advocacy to:

- Effect change in public policy
- Shape debate around public policy
- Communicate stories for the purpose of changing policies

Key Questions for Media Advocacy Planning¹

- What is the health problem and what type of policy or social behavior can address it?
- Who are the key decision makers and who can influence them?
- Does formative research suggest that media advocacy can play a role?
- What are the key messages that would be most effective?
- What other kinds of health communications are needed and how will mass media and new media strategies be implemented to effect change?



Four Keys to Media Advocacy

Key 1: Conduct Research

Key 2: Frame the Issue

Key 3: Access the Media

Key 4: Evaluate Impact



Key # 1



Conduct Research

Conduct Research – Why & How

WHY

- To establish credibility on the issue
- To counter opposition arguments

HOW

- Learn the basics about your issue and who is impacted by it
- Learn about existing policy and similar policies elsewhere



Conduct Research – When & Where

WHEN

- When community concern about an issue needs to be aroused to get an ordinance, policy or legislation passed

WHERE

- Academic research
- Surveys and epidemiologic data
- Key informant surveys or focus groups
- Existing laws, policies, or ordinances



Case Study Activity



The screenshot shows a YouTube video player. The video content is a map of Massachusetts, with the state highlighted in green. A red dot marks the location of Westminister, and a white circle marks the location of Boston. The map also shows neighboring states (VT, NH, CT, RI) and bodies of water (Massachusetts Bay, Cape Cod Bay). The video player interface includes a progress bar at 0:12 / 2:54, a volume icon, and a settings icon. Below the video player, the video title is "Massachusetts town proposes ban on all tobacco sales". The channel is "CBS This Morning" with a "Subscribe" button and "26,954" subscribers. The video has "442 views". At the bottom of the player, there are icons for "Add to", "Share", "More", "Like" (0), and "Dislike" (2).

Massachusetts town proposes ban on all tobacco sales

CBS This Morning

Subscribe 26,954

442 views

+ Add to Share More Like 0 Dislike 2

https://www.youtube.com/watch?v=CQwOPn_-yXk&index=3&list=WL



Case Study Analysis – Chat Box

Enter responses to each question into the chat box:

- Q. 1 What kind of research might have informed this media advocacy effort?
- Q. 2 Where do you think the information came from and does it seem credible?
- Q. 3 What other kind of data or information do you think might be needed?



Questions?



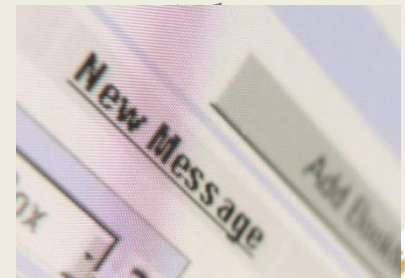
Key #2



Frame the Issue

Framing the Issue

- Two types of framing³
 - Framing for access- grabbing interest or 'the pitch'
 - Framing for content – focus on critical points you want conveyed message'



Framing the Issue

- **Focus** on policies, not individual behavior⁴
- **Focus** on social accountability and institutional responsibility⁴
- **Demonstrate** how a policy might benefit everyone

Framing & Message Development^{2,3}

Good messages are 10-15 seconds in length or 1-2 sentences and do three things:

1. State the concern
2. Evoke a widely held value
3. Present a solution

Can you share an example of a good public health message?



Targeting the Message²

- Strategic use of media requires you to know who your audience is and how to reach them
 - “Narrowcasting” – akin to having a personal conversation with your target audience
 - Stations and publications that sell advertising have information on audience demographics
- Consider message testing

Creating a Message 27-9-3⁴

- Persuade your audience with just 27 words
- Message can be delivered in 9 seconds
- No more than 3 points in the message

Case Study Activity



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https://www.youtube.com/watch?v=CQwOPn_-yXk&index=3&list=WL



Case Study Analysis- Chat Box

Enter responses to each question into the chat box:

- Q. 1 What is the proposed policy?
- Q. 2 What action is being proposed in response to the policy?
- Q. 3 How is the issue framed?
- Q. 4 Is the policy framed as harmful or beneficial to the population?

Questions?



Time for a Stretch Break!



Key 3



Accessing the Media

Accessing the Media

- Build relationships with the media preferred by your audience
- Look at specific media venues or channels
- Know who they are:
 - Print (newspapers, magazines)
 - Broadcast (TV, radio, podcasts)
 - Social media (blogs, Facebook, Twitter, Tumblr, YouTube, Vine)
- Resources
 - <http://www.kidon.com/media-link/index.php>
 - <http://www.bacons.com>
 - <http://www.burelles.com>



Accessing the Media – How?²

- News Release
- Letter to the Editor
- Op-ed
- Editorial Board Meeting
- Interview
- Media Event

Accessing the Media

- Connect your issue to other stories
- Make the issue community-based
- Write an Op-Ed
- Write a press release
- Suggest a story
- Hold a newsworthy event or attend one held by others concerned with your issue

Monitor the Media

- Monitor “opposition” ads
- Look for reports about research on related problems

Case Study Activity



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https://www.youtube.com/watch?v=CQwOPn_-yXk&index=3&list=WL

Case Study Analysis - Chat Box

Enter responses to each question into the chat box:

- Q. 1 What kinds of media were accessed for the case study example?
- Q. 2 What kinds of strategies were used to get media coverage?
- Q. 3 How was the “story” tied back to community or population interest?

Questions?



Key #4



Evaluate Impact

Four Steps to Evaluating Media Advocacy⁵

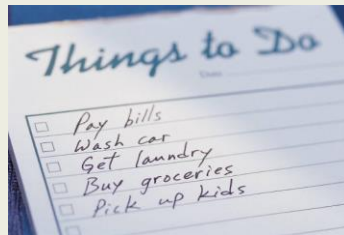
- Focusing



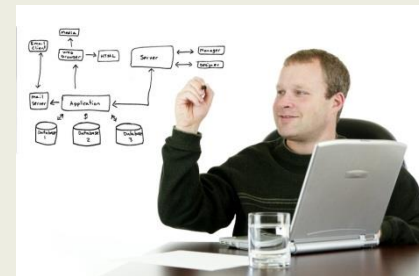
- Mapping (Advocacy Logic Model)



- Prioritizing



- Designing (Measures)



Short Term Impacts⁵

Different types of short term impacts, activities or tactics stemming from media advocacy efforts include:

- **Communications and Outreach** (reach of efforts)
- **Politics and Policy** (extent to which media advocacy is resulting in the discussion of policy)

Interim or Intermediate Outcomes⁵

- Different types of interim or intermediate outcomes stemming from media advocacy efforts include:
 - Advocacy Capacity
 - Organization capacity
 - Partnerships and champions
 - Collaboration or alignment
 - Policy
 - Awareness and media coverage
 - Political will and issue reframing
 - Public will and shifts in attitudes or beliefs
 - Constituency or support base growth

Longer Term Outcomes⁵

Longer term impacts, activities tactics or outcomes stemming from media advocacy efforts include:

- Policy Development
- Policy Adoption or Blocking
- Policy Implementation
- Policy Monitoring and Evaluation
- Policy Maintenance



Case Study Activity



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Massachusetts town proposes ban on all tobacco sales

CBS This Morning 26,954

442 views

+ Add to

https://www.youtube.com/watch?v=CQwOPn_-yXk&index=3&list=WL



Case Study Analysis – Chat Box

Enter response(s) to this question into the chat box:

- How would you assess the impact of this media advocacy effort?
 - Short term impacts
 - Interim or intermediate impacts
 - Longer term impacts

Questions or Comments?



Training Evaluation



Please fill out the Survey Monkey evaluation in the chat box now. Thank you!

<https://www.surveymonkey.com/s/MediaAdvocacy>



References

1. Schiavo, R. (2014) *Health Communication: From Theory to Practice*. 2nd ed. San Francisco, CA: Jossey-Bass, p.273-274.
2. American Public Health Association.(undated)*APHA Media Advocacy Manual* Washington, DC: APHA.
3. http://www.cdc.gov/tobacco/stateandcommunity/counter_marketing/manual/pdfs/chapter9.pdf
4. Fresina, L. and Pickles, D., M&R, *www.powerprism.org*
5. Dorfman, L., Sorenson, S. and Wallack, L. *Working Upstream: Skills for Social Change*.(undated). Berkley Media Studies Group Public Health Institute.
6. Harvard Family Research Project. *A User's Guide to Advocacy Evaluation Planning*. 2009. Cambridge, MA: Harvard Graduate School of Education.

Resources

- <http://ctb.ku.edu/en/table-of-contents/advocacy/media-advocacy>
- <http://www.cdc.gov/tobacco/stateandcommunity/cou nter marketing/manual/pdfs/chapter9.pdf>
- <http://www.bmsg.org/resources/media-advocacy-101>
- http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf
- Schiavo, R. (2014) *Health Communication: From Theory to Practice*. 2nd ed. San Francisco, CA: Jossey-Bass.
- American Public Health Association.(undated)*APHA Media Advocacy Manual* Washington, DC: APHA.

Contact Information

Linda Barovier

RI Partnership for Success Coordinator

RI Department of Behavioral Healthcare, Developmental
Disabilities and Hospitals

Barry Hall – Room 357, 14 Harrington Road

Cranston, RI 02920

Phone: 401/462-2485

Email: linda.barovier@bhddh.ri.gov



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Substance Abuse and Mental Health Services Administration, Center for the Application of Prevention Technologies. (January 2013). *Media Advocacy* [webinar series]. Rockville, MD: Author.

