Objectives

• Webinar participants will:
  – Increase their awareness of the importance of media advocacy as a tool for framing discussion and as policy advancement strategy;
  – Increase their awareness of the importance of clear, concise and consistent key messaging;
  – Review recent media coverage and learn how issues are being framed and whether the appropriate messaging is getting through to the public;
  – Identify potential opportunities for local action to support communities through public education, policy and/or environmental change.
Agenda

• Welcome and Introduction
• Media Advocacy – Theory & Practice
• Key Messaging, Press Materials and Current Issues in the Media
• Opportunities for Local Action
• Q&A
• Evaluation & Wrap Up
Welcome and Introduction

• Why host a webinar on media advocacy?
• Format
• Speaker
  – Jason Chapman, Media and Communications Coordinator – Media Network, PTCC
Media advocacy is the right combination of preparation and opportunism in the strategic use of mass media to advance an initiative.
Media Advocacy – Theory & Practice

• Social Marketing
  – Individual messages
  – Reinforces individual responsibility
  – Focuses on shaping public attitudes, behaviour change
  – Gives people a message

• Media Advocacy
  – Collaborative messages
  – Reinforces social responsibility
  – Focuses on shaping public policies, environmental change
  – Gives people a voice
Media Advocacy – Theory & Practice

Media Advocacy – Shifting Focus

• Problem definition at the individual level
• Health as a personal concern
• Short-term focus on program development
• Working with media to change health habits

• Problem definition at the policy level
• Health as a social issue
• Long-term focus on policy development
• Working with media to influence policy making
Media Advocacy – Theory & Practice

• The power of working with the media
  – To ensure as many people as possible hear about the issue
  – To ensure the story gets told from the public health point of view
  – To provide legitimacy, credibility and visibility
  – To reach key opinion leaders and decision makers
  – To set the agenda and shape the debate
  – To mobilize individuals within a community
  – To convert individual outrage into community action
Media Advocacy – Theory & Practice

• Tell stories from the public health point-of-view
  – Frame issues or problems from the public health perspective
  – Change the way decision makers look at community issues or problems
  – Create a reliable, consistent stream of publicity for these issues or problems
  – Explain how the issues can be fixed or problems can be solved
  – Motivate community members and policy makers to get involved, participate as a community
  – Counter pressure group opposition
Media Advocacy – Theory & Practice

• Building Understanding and Support for Policy Change
  – Ensure the public and decision makers understand the issue or problem
  – Always be clear and consistent with the messaging (repetition helps with retention)
  – Relay background and facts that are evidence based
  – Provide solutions (i.e. policy options)
  – Show community interest in the issue and for a solution to the problems (given decision makers a reason to act)
Media Advocacy – Theory & Practice

• ASSIST (American Stop Smoking Intervention Study)
  – Initiated in 1991
  – National Cancer Institute partnered with American Cancer Society
  – Provided funding to 17 states to reframe tobacco control issues and advance specific tobacco control policies
  – Also to combat the misinformation of the tobacco industry
  – Creation of state-wide media networks to coordinate efforts
Media Advocacy – Theory & Practice

• The Launching of ASSIST

“What sets ASSIST apart from other government antismoking programs is its emphasis on the development of community-based coalitions. . .”

--Louis Sullivan
U.S. Surgeon General
Media Advocacy – Theory & Practice

• Four Pillars of ASSIST
  – Create smoke-free environments (i.e. indoor public places)
  – Reduce tobacco advertising (especially aimed at children)
  – Increase cigarette taxes
  – Enforce laws banning sales to minors
Media Advocacy – Theory & Practice

• Media Network for SFO, HEAL

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it is the only thing that ever has.”

--Margaret Mead
Media Advocacy – Theory & Practice

• Media Network for Smoke-Free Ontario
  – The Ontario Tobacco Strategy Media Network was established in 2000, launching services in 2001
  – Supported public health units and local tobacco-free coalitions led by public health
  – Goal of reframing tobacco control debate and helping to advance smoke-free public place policies
  – Played a key role in the development and implementation of smoke-free public place by-laws
  – Led to Smoke-Free Ontario Act (May 31, 2006)
  – Continues to support local/regional tobacco control efforts
Media Advocacy – Theory & Practice

• Media Network for Healthy Eating, Active Living
  – Established in November, 2009 through Healthy Communities Fund Grant
  – Launched services in May, 2010
  – Using tobacco control model to reframe healthy eating and active living issues, advance related healthy public policies
  – Bring media advocacy resources, support and training to a new group of public health professionals
  – Setting an example for media advocacy support for other public health issues
Key Messaging, Press Materials, Current Issues

• Importance of Key Messaging
  – Clear, Consistent, Concise, Correct
  – Strong statement about an organization’s or group’s belief about itself, or about a particular issue or problem
  – Stick to key messaging through all obstacles
  – Repeat key messages to ensure retention
  – Frame with specific audiences in mind
  – Answer questions like:
    • Why should I care about this issue?
    • Why should I become active on this issue?
Key Messaging, Press Materials, Current Issues

• How to reach the media with press materials?
  – There are various types of press materials in the media advocacy toolbox, each with a different purpose:

  • Media Advisory
  • Press Release
  • Letter to the Editor
  • Opinion Editorial (or Op-Ed)
  • Fact Sheet

  • Backgrounder
  • Matte Story
  • Advertorial
  • Public Service Announcement (or PSA)
  • Advertising
Key Messaging, Press Materials, Current Issues

• Current Issues in the Media

  – *Fitness a worthy goal but not with gimmicky tax credit* (Globe and Mail - April 3, 2011)

  – *Taxing fat an unhealthy idea* (National Post – May 9, 2011)

  – *Burger King loses foothold at Sick Kids* (Globe and Mail – March 21, 2011)

  – *Keeping kids active* (My Kawartha – March 9, 2011)

  – *Health board seeks restrictions for movies depicting smoking* (Peterborough Examiner, - April 14, 2011)

  – *Unintentional child injuries, deaths can be prevented, public health researchers say* (story on injury prevention in Science Daily, April 29, 2011)
Opportunities for Action

• What next?
  – Letter to the Editor?
  – Op-Ed?
  – Calling the journalist?
  – Editorial Board Meeting?
  – Preparing materials?
  – Strategic planning?

• Not every situation is the same
  – Community support, political will, etc.
Opportunities for Action

• Assess Your Local Environment
  – Monitor media coverage on key issues
    • Is the issue being covered by the media?
    • Where does the public stand on the issue?
    • Where do politicians stand on the issue?
    • Who is supportive of the public health message?
    • Who is taking an opposing view?

• Strategic Planning
  – Decide on which policy option(s) to advance
  – Develop a media advocacy strategy
  – Implement the strategy, maintain momentum
Q & A
Wrap Up

• Thanks to everyone
• Supplementary resources
• Evaluation
• To become a member of the Media Network visit - http://www.ptcc-cfc.on.ca/english/Media-Network/