



at the University of Toronto 1993 - 2011

Media Advocacy

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Larry Hershfield

larryhershfield.com

- Search of Information and Resources database

- http://www.thcu.ca/infoandresources/resource_display.cfm?this_languageID=1&res_sub_topicid=17&ownership=THCU&search=%20search

- THCU Media Advocacy Workbook

- http://www.thcu.ca/resource_db/pubs/497736921.pdf

- Note: These are current links (July 2012). THCU services are now provided by HPCDIP at Public Health Ontario. Over time, new versions of THCU materials, as well as other resources, will appear on the PHO website, and the old links as shown in this slideshow may change or disappear. Please look for notices on the PHO website, as well as on the old THCU landing page (www.thcu.ca).

- With your neighbour, think of voices in the media environment related to your issue:
 - identify allies
 - bedfellows
 - opponents
 - adversaries
 - fence-sitters

(categories taken from Peter Block, *The Empowered Manager*)

Definition of Media Advocacy

- Media advocacy involves the strategic use of media (usually the news media) to:
 - shape public opinion
 - mobilize community activists
 - influence decision-makersin order to create and/or maintain a change in policy.
- This implies working with the media & in conjunction with community mobilization.
- There are other strategies to change policy. And to change the media. And to change people's understanding of the media.

Media Advocacy ...

... reframes an issue by shifting the focus from one of individual responsibility to one of socio-environmental causes.

Education / Persuasion Campaigns	Media Advocacy Campaigns
Informs/persuades the person with the problem	Mobilizes community activists & influences decision-makers
Focus = individual responsibility	Focus = social accountability
Focus = behaviour change in the individual	Focus = changing the environment through policy change
Uses a variety of health comm'n approaches.	Focus = news media (sometimes paid ads)

Working with the four levels

Level	What is the cause?	Who is to blame?	Amount of change possible?	Related to mandate?	Conclusions
Individual					
Network					
Organization					
Society					

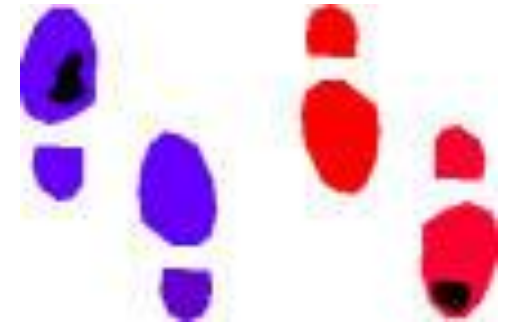
Types of Health Communication



- Persuasive or Behavioural Communications
 - Risk Communication
 - Entertainment Education
 - Interactive Health Communication
 - **Media Advocacy**
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- Adapted from Maibach and Holtgrave, "Advances in Public Health Communication" from Annual Review of Public Health, 1995 16:219-38

Media Advocacy Steps

1. Project management
2. Clarify your health promotion strategy
3. Audience analysis & segmentation
4. Set communication objectives
5. Select channels & vehicles
6. Plan access to the news media
7. Sequence activities
8. Develop & present key messages
9. Deliver the message
10. Evaluate



Why Media Advocacy?

- More sustainable change through policy development.
- Cost-effective strategy, especially if access to media is earned.

Earned =

Good media relations & “pitching” a newsworthy story to media.

Objectives based on time -

- **Immediate**
 - increased media coverage
- **Short term**
 - setting the agenda
 - shaping the debate
 - discrediting the opposition
 - advancing the policy
- **Intermediate**
 - initiate & sustain the policy making process by:
 - increasing audience awareness
 - influencing audience opinion
 - motivating audiences to act
- **Long term**
 - policy change

ACTION STEPS

How? In what way?

OBJECTIVES

GOALS

Why? to what end?

Immediate

Short term

Intermediate

Long term

- organize
- develop strategy
- build media relations
- determine objectives
- plan access
- pitch stories and respond
- piggyback on breaking news
- anticipate counterarguments
- develop key messages
- use sound bites and social math
- deliver
- evaluate

increased coverage (favourable to policy change)

setting the agenda

shape the debate

discredit the opposition

advance the policy

influence decision makers

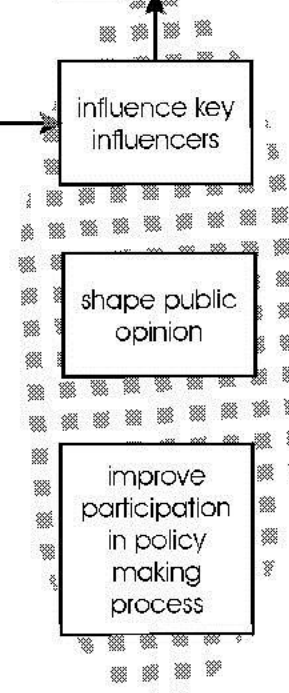
influence key influencers

shape public opinion

improve participation in policy making process

change policy
enhance adherence

behaviour change, health outcome, use of health services



Setting the agenda

- ... raising the public or decision-maker's awareness about an issue by convincing the media to cover it (or sometimes by purchasing media time or space)
- ... you might do it intentionally, in reaction to a situation or because of a mandate, or someone else puts it "on the agenda"

Shaping the debate

...working with the media to frame the issue (or make sure the issue is presented) in terms of social and environmental causes with a policy solution, instead of in terms of individual responsibility.

Discrediting the opposition

- Involves anticipating positions advanced by the opposition and preparing compelling counter-arguments
- Involves “shaming” the opposition

Advancing the policy

- ... convincing the audience that a given policy, or a specific action leading to the adoption of a policy, is the best way to deal with the health issue.
- ... working with the media to advance the policy.