
Using Media Advocacy to Support Policy Change

Getting Your Message Heard,
Maximizing Your Prevention Efforts
Conference, March 22, 2011

Lori Dorfman, DrPH
Berkeley Media Studies Group

Berkeley Media Studies Group

- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

Message Is Never First

- What do you want to change in the world?
- How will you change it?
- Why do you want it to be changed?

Health Communications

- Public Relations
- Social Marketing
- Media Advocacy

Media Advocacy Comparison

Brand X Media

Individual Focus

Warns & Informs

Personal Change

Message

Information Gap

Media Advocacy

Issue Focus

Pressures & Mobilizes

Policy Change

Voice

Power Gap

Media Advocacy Definition

Media advocacy is the strategic use of mass media to support community organizing to advance a social or public policy initiative.

Layers of Strategy

- Overall strategy
- Media strategy
- Message strategy
- Access strategy

Developing Strategy

- What is the problem or issue?

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- What is the solution or policy?

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- Who has the power to make the necessary change?
- Who must be mobilized to apply the necessary pressure?
- What do the targets need to hear?

Policy Strategy to Media Tactics

THE NATION

Phone Call Into History



Flip Schulke/Corbis, left; Bettmann/Corbis

THE PROTESTER Martin Luther King Jr. talking to President Johnson after the Selma march.

THE POLITICIAN President Johnson two months before the Voting Rights Act passed.

New York Times, Sunday, January 27, 2008

Key Functions of the News

Setting the Agenda

 *what we think about*

Shaping the Debate

 *how we think about it*

Reaching Opinion Leaders

 *changing what we do about it*

Framing: Just a few cues...

PUBLIC HEALTH

...might surprise you

BUPI IG UFAI TU

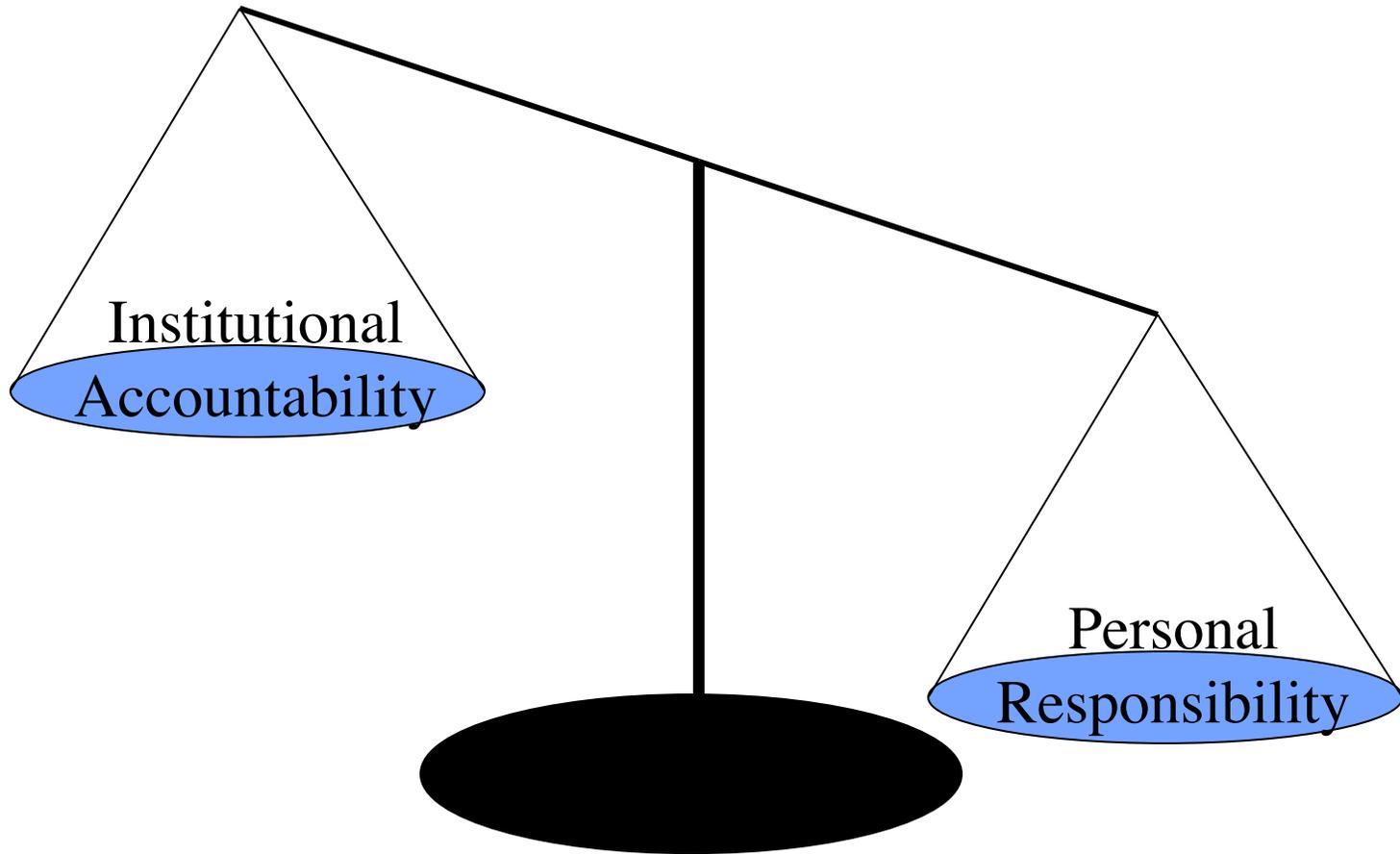
Alternative Frames

Youth at Home Disobeys Warnings:
Knocked out in storm-related accident

Girl at Home Injured during Storm:
Home had been cited for building
code violations

Teen hurt in freak storm:
“I was terrified”

The Need to Reframe



Drunk Driving Death Toll Rose in '95

First increase in decade worries safety experts

Washington

Deaths involving drunken drivers jumped 4 percent last year for the first increase in a decade, as overall traffic fatalities continued their three-year rise, the National Safety Council said yesterday.

And that high rate is expected to lead to more deaths.

The council estimated 17,376 traffic deaths in 1995, the first time the program since 1985, said Jerry Scannell, council director. All deaths in 1995 were in 1995.

Over the decade, the rate rose 200 percent. Safety had pushed in 1992, the history of the 1995.

Safety 1995 figures listed by federal agencies in New York.

They single explanation for the rise in overall deaths or in drunken driving. Americans have driven more in recent years, but fatalities last year grew faster than miles driven, according to the safety council.

Safety experts pointed primarily to higher speeds, as some states have raised their limits and drivers everywhere have exceeded all limits. They also cited a demographic trend, as the so-called Baby Boom echo has put more young drivers on the road. They called for tougher enforcement of speed limits and drunken-driving laws and seat belt laws, as well as for improved auto safety features.

OTHER FINDINGS

In addition to auto fatalities, the National Safety Council report included information on other causes of accidental deaths. Among the findings:

- Accidental deaths, including car crashes, poisonings, falls, drownings and fires, increased 2 percent to 93,300 in 1995.
- Poisoning by solids and liquids, including illegal drugs, caused 10,000 deaths in 1995, up 11 percent from 1994, for the first time, poisonings caused more deaths in the home than did accidental falls, which caused 7,300 deaths in 1995.

Public Citizen, an advocacy group, called for the federal government to impose new safety requirements. But car companies responded that the key to greater safety was changes in driver behavior.

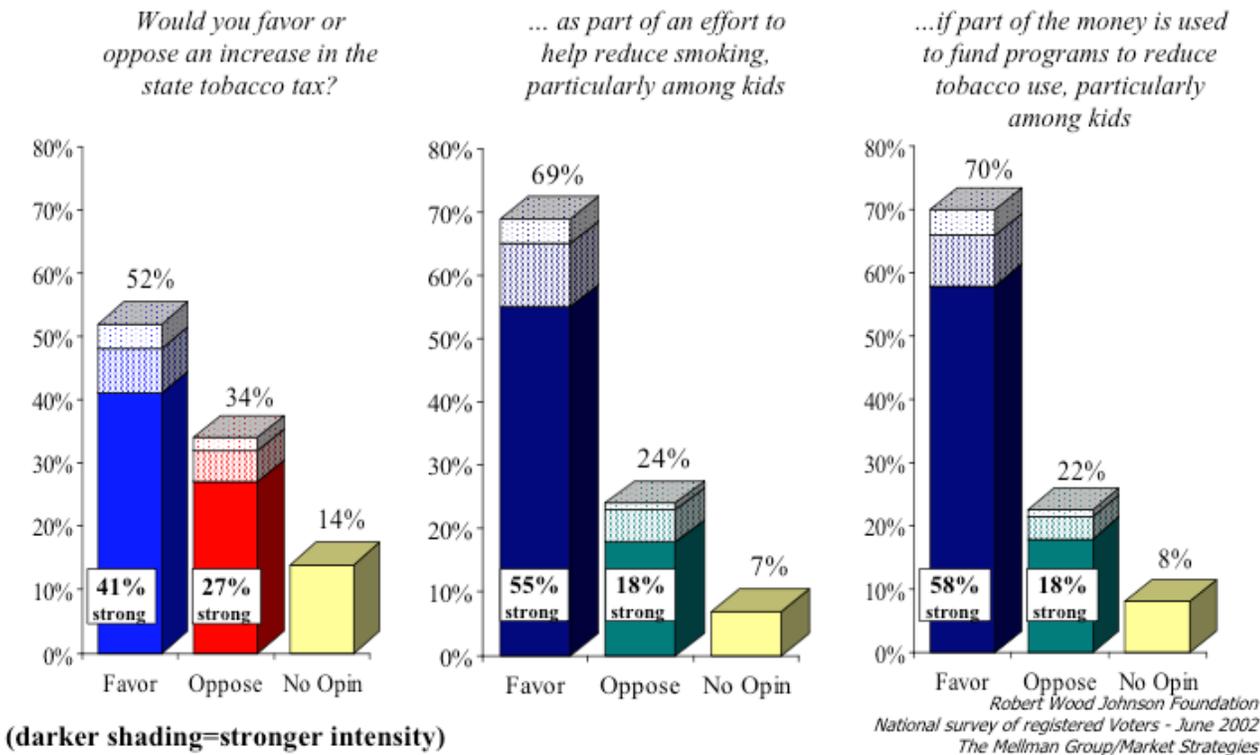
efforts are flat, Scannell said. "In my experience, if you please out, and you do nothing, it's going to get worse," he said.

A spokeswoman for Mothers Against Drunk Driving, in Irving, Texas, Truss Cox, cited a similar factor in the increase in drunken driving, saying, "The public has become somewhat complacent. People may have a feeling that drunk driving has been solved."

Introduction of new technology into the nation's motor vehicle fleet — which is now at 294.1 million — has also had an effect, but not entirely for the better.

Framing or Strategy?

Developing The Message Polling: Including A Youth Smoking Prevention Component Increases Support For Tobacco Tax Hikes Substantially The Exact Wording Of The Question Makes Little Difference



From Campaign for Tobacco Free Kids

Lakoff's Conceptual Levels

- Level 1: overarching **values** like fairness, responsibility
- Level 2: **issues** like housing, children's health, food, living wage
- Level 3: specific **strategies** like tax breaks for developers, health insurance for kids & families, setting nutritional standards for foods in school

Thanks to the Rockridge Institute

Framing for Content

- Translate individual problem to social issue
- Assign primary responsibility
- Present solution
- Advocate for policy
- Develop story elements

General Tactics

- Community organizing & policy development
- Monitoring the media & developing a press list
- Using Editorial pages
- Creating news
- Using breaking news
- Paid advertising

Getting Attention

To gain the media's attention, you can't just say something; you have to DO something.

Russell Sciandra

Wednesday

January 11, 1989 25¢

133th Year, No. 11

PRICE: Single copy 25¢
High 50¢ Low 22¢

Weekly: High 54¢ Low 41¢

Year: \$17.50 (12 issues)

Vallejo Times-Herald

Kick the habit



Jennifer Harris of Benicia, assisted by Charles Solomon of Vallejo, dumps a bag full of cigarettes into a hazardous waste box at Kaiser

hospital in honor of the 25th anniversary of the U.S. Surgeon General's warning against tobacco use.

TIMES-HERALD/DENNIS LEE

Creating News

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East Bay 5th-graders stage mock funeral to protest candy cigarettes

By Shelly Meron
Contra Costa Times

Posted: 05/24/2010 04:38:32 PM PDT
Updated: 05/25/2010 06:56:05 AM PDT

PINOLE — Students at Ellerhorst Elementary School do not want cigarettes near their school — real ones or otherwise.

Fifth-graders in Frank Marrero's class made that point Monday with a mock funeral to protest candy cigarettes being sold out of ice cream trucks near the school and the attempt to lure youngsters into smoking.

"We don't want our future to be bad just so someone else can make a dollar," fifth-grader Sophia Ramirez said.

The children gathered outside the school, dressed in black and acting out a funeral procession for kids who took up smoking. Marrero said students learned about the physical effects of smoking after they brought the candy cigarettes to his attention.

They wanted to know what could be done, so Marrero helped them come up with the funeral idea. The students also wrote to the Pinole City Council, Gov. Arnold Schwarzenegger and President Barack Obama.

"I wanted to dramatize that cigarettes are about death, and that candy cigarettes lead to real cigarettes," Marrero said. "Moneyed interests think their freedoms are more important than kids' rights. It's like saying kids don't matter; money matters."

Councilman Timothy Banuelos attended the funeral, informing students that Pinole leaders expanded the city's anti-smoking ordinance last month. Smoking is now banned on balconies of multifamily buildings that are within 20 feet of other residential units' balconies, windows or ventilation intake ducts, as well as in common areas of apartment complexes and generally within 20 feet of residences. The law also removes exemptions that allow businesses such as bars, bowling alleys and smoke shops to have designated smoking areas.

Shelly Meron covers education in West Contra Costa. Follow her at [Twitter.com/shellymeron](https://twitter.com/shellymeron).

Click photo to enlarge



This is the candy that led students from Frank Marrero's 5th grade class to hold a mock funeral...

1 2 3 4 5 »

RENTALS JOBS REAL ESTATE AUTOS

WET & DRY B...
IMPORTANT NOTIC...
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SUBARU 2006 Tribeca.
ROLLS ROYCE '84 S. Shadow, bl...
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4. Abducted East Palo Alto toddler reunited with mother
5. Glut of bank-owned homes means prolonged agony for California...
6. Fremont martial artist hopes to be next Karate Kid

Creating News



This is the candy that led students from Frank Marrero's 5th grade class to hold a mock funeral to protest the sale of cigarette-shaped candy near the school at Ellerhorst Elementary School in Pinole, Calif.

– Contra Costa Times, 5/24/10 (Kristopher Skinner/Staff)

Creating News



Patrick Penn plays the Grim Reaper as students from Frank Marrero's 5th grade class hold a mock funeral to protest the sale of cigarette-shaped candy near the school at Ellerhorst Elementary School in Pinole, Calif.

– Contra Costa Times, 5/24/10 (Kristopher Skinner/Staff)

Creating News

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"We don't want our future to be bad just so someone else can make a dollar," fifth-grader Sophia Ramirez said.

The children gathered outside the school, dressed in black and acting out a funeral procession for kids who took up smoking. Marrero said students learned about the physical effects of smoking after they brought the candy cigarettes to his attention.

They wanted to know what could be done, so Marrero helped them come up with the funeral idea. The students also wrote to the Pinole City Council, Gov. Arnold Schwarzenegger and President Barack Obama.

"I wanted to dramatize that cigarette companies are making more money than lead to real class," Marrero said. "Moneyed interests think their freedoms are more important than kids' rights. It's like saying kids don't matter; money matters."

Councilman Timothy Banuelos attended the funeral, informing students that Pinole leaders expanded the city's anti-smoking ordinance last month. Smoking is now banned on balconies of multifamily buildings that are within 20 feet of other residential units' balconies, windows or ventilation intake ducts, as well as in common areas of apartment complexes and generally within 20 feet of residences. The law also removes exemptions that allow businesses such as bars, bowling alleys and smoke shops to have designated smoking areas.

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Piggybacking on Breaking News

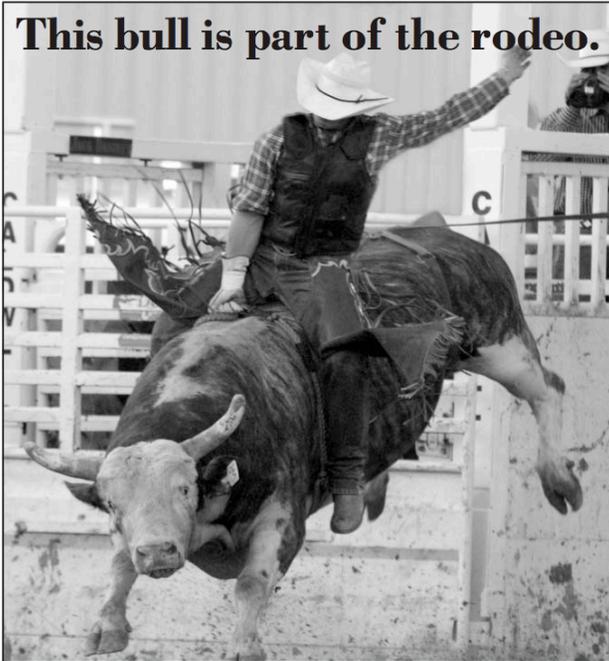


A New Camel
Brand Is
Dressed to
the Nines

The New York Times, February 15, 2007

College Newspaper Ad

This bull is part of the rodeo.



This bull shouldn't be.



We all know about spit tobacco. It's deadly, more addictive than cigarettes, and pretty disgusting, too — unless you happen to like steppin' in puddles of warm smelly spit on a hot day. It's cancer-in-a-can, cowboy-in-a-coffin.

So what's it doing plastered all over our rodeo, with promotional tents for free samples, big screaming ads on the scoreboard and even on the competitors' shirts? These ploys are designed to get you to relate spit tobacco to bucking broncs and cowboys at full gallop lassoing a steer. Not cancerous bleeding sores and tumors in your mouth or your face with your jaw missing from cancer surgery. (And you think it's tough getting a date now). Spit tobacco is all about addiction and dependence in the land where cowboys and buffalo roam free.

The National Intercollegiate Rodeo Association (NIRA) says it's "proud to be associated with" the spit tobacco industry. What? Proud to associate with products that kill when used as directed?

The NCAA, the Olympics and most other college sports know better. They'd kiss a rattler before they'd embrace tobacco. So what's wrong with the NIRA and other college rodeo organizers? Is the easy cash more addictive than tobacco? That's not the way it should be for college rodeos. We can change it. Check out www.BuckTobacco.com.

Let's keep rodeo a sporting event with real bulls, not a spitting event that's all bull.



LEAGUE AGAINST SPIT SPONSORSHIP AT OUR RODEOS (LASSO)
For more information, call (805) 781-5564 or visit www.BuckTobacco.com

Congratulatory Magazine Ad

Este vaquero dice
No, gracias
al dinero tabacalero.



Wiley Petersen,
campeón del jaripeo
profesional

Nosotros tampoco
necesitamos los dólares
de la industria del tabaco
para mantener nuestros
rodeos fuertes. Únanse al
número creciente de
rodeos que han rechazado
el patrocinio tabacalero.



Para más información: www.bucktobacco.org

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Web ads

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WITHOUT TOBACCO

Made possible by funds received from the California Department of Public Health, under contract # 05-45863

→ YEE HAAA! ←

**Coarsegold Rodeo Has
Bucked Tobacco
Sponsorship!**

BUCK TOBACCO SPONSORSHIP

The Madera County Tobacco Control Program congratulates the Coarsegold Rodeo for its trailblazing decision to reject tobacco sponsorship!

Show your support by attending this year's Coarsegold Rodeo, May 4, 5, & 6.

For ticket info go to:
www.TheCoarsegoldRodeo.com

To learn more about Buck Tobacco programs, please visit
WWW.BUCKTOBACCO.ORG

Media Advocacy Lessons

Develop strategy:

- Message is never first or foremost.
- Know what you want & how to get it.
- Not news for news' sake.

Frame the debate:

- Illustrate the landscape.
- Connect your values to solutions.

Media Advocacy Players

- Health Departments
- Researchers
- Community Organizations
- Community Activists
- Authentic Voices

After all...

Tobacco is still the number one cause of preventable death in the U.S. Smoking cessation programs are an important mechanism to help reduce that excess disease and early death. But there is much more that public health can do to reduce the death toll from tobacco than run cessation programs. After all...

After all...

Of course parents must take responsibility for the health of their children and families. But parents need help. After all...

After all...

Tobacco still kills more people than anything else, and people should do all they can to avoid smoking. But there is a role here for government, too. After all...