

Media Advocacy and Framing for Tobacco and Diabetes

Day One

Media Advocacy and Framing for Tobacco and Diabetes

Course Objectives:

1. Understand media advocacy as a policy advocacy tool
2. Contrast media advocacy from other approaches such as social marketing
3. Use framing as a tool for social change
4. Develop media advocacy strategy to advance policy goals of for those working on tobacco and diabetes issues.

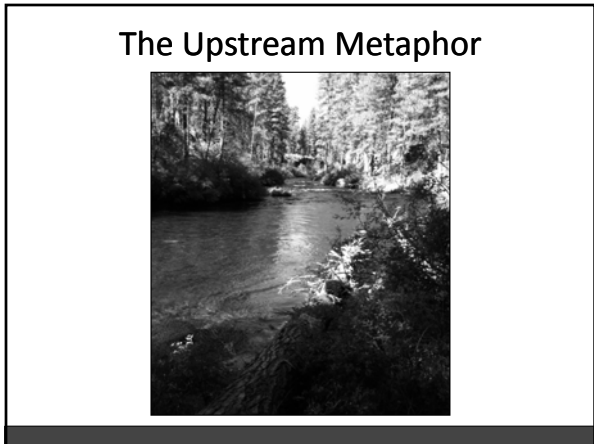
Who can argue with education?

“As with most public health challenges, more and better consumer education is the answer.”

— Sean McBride, National Soft Drink Association
writing in Beverage World, November 15, 2003







Some questionable beliefs

- ✓ The facts will set you free.
- ✓ The data speak for themselves.
- ✓ We need to educate everyone.
- ✓ We just need a catchier message/slogan.
- ✓ I understand it so everyone else should.
- ✓ Those who don't support us don't make sense.

What is media advocacy?

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

Media Advocacy Overview

- Philosophy
 - Social justice/social change
 - Systems orientation (policy focus)
 - Participatory
- Theory/Research
 - Population-based
 - Agenda setting
 - Framing
- Skills/Practice/Application
 - Framing for access
 - Framing for content

Basic Public Health Question

Will the public's health improve primarily as a result of:

- *individuals getting more and better knowledge about personal risk factors*

OR

- *groups getting more opportunities and skills to participate in changing public policies?*

Media advocacy comparison

Brand X Media

- Individual Focus
- Informs & warns
- Personal Change
- Message
- Information Gap

Media Advocacy

- Population Focus
- Mobilizes & pressures
- Social Change
- Voice
- Power Gap

What is policy?

... any agreement (formal or informal) on how an institution, governing body or community will address shared problems or attain shared goals.

Makani Themba,
Making Policy, Making Change,
Berkeley, CA: Chardon Press 1999

Policy

- ✓ Reflects larger set of societal values
- ✓ Dependent on who is represented and whose voice is heard
- ✓ Can change personal, family, and community behavior patterns
- ✓ Has symbolic as well as practical importance

Policy Changes

- ✓ **Effective**
- ✓ **Affordable**
- ✓ **Practical**
- ✓ **Legal**
- ✓ **Fair**

Media Advocacy: *Key Elements*

- Setting the Agenda
 - ✓ *framing for access*
- Shaping the Debate
 - ✓ *framing for content*
- Advancing the Policy
 - ✓ *setting long-term objectives*
- Developing & Maintaining Infrastructure
 - ✓ *providing technical support*

Amplifying the voice

- Clarify issue, solution, & messages
- Organize and mobilize supporters
- Monitor news media & develop press list
- Use Editorial pages
- Create news
- Piggyback on breaking news
- Use paid advertising

Prime directive

You can't have a media strategy
without an overall strategy.

Layers of strategy

Begin with a clear goal or objective then develop:

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

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

What is news?

Conflict, injustice, controversy
Broad interest
Important or significant
Timely
Celebrity
Breakthrough
Local peg
Visual
Irony
Milestone/Anniversary

Developing Story Elements

- ✓ use compelling visuals
- ✓ develop media bites
- ✓ calculate social math
- ✓ identify authentic voices
- ✓ use evocative symbols

LOS ANGELES TIMES 4/18/96 23

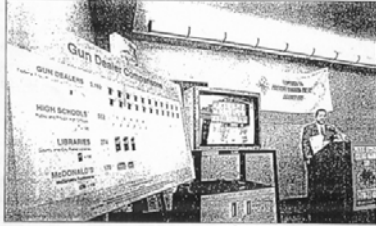
Poll Indicates Support for More Gun Control

Violence: Health foundation survey shows backing for ban on the sale and use of cheap handguns.


By PAUL H. JOHNSON
Times Staff Writer

A Los Angeles-based health care foundation that advocates treating gun violence as a public health crisis released a survey Wednesday showing strong support for stricter gun control regulations—including a ban on the sale and manufacture of assault-falchry night pistols.

In a telephone survey of 1,000 California voters, the California Wellness Foundation found that 72% of Los Angeles County residents and 85% of Orange County voters support a ban on the sale and use of the small, cheap handgun, known as a "junk" gun, in California.



California Wellness Foundation compares the number of licensed gun dealers to other things.



The average 12-oz can of soda contains about 10 teaspoons of refined sugar.

Social Math

Burning off snacks

Eating these items costs, a candy bar or a bag of chips may not seem like a big deal, but it takes 2 or 3 miles of walking to burn them off.

Distances are based on an adult who weighs 150 pounds and walks 3 to 4.5 m.p.h.

Item	Calories	Miles to Burn Off
REGULAR M&M'S (16 pieces)	140	1.5 miles
A BABY CARROT	25	0.44 miles (12 calories)
MEDIUM APPLE	81	0.7 miles
12 FL. OZ. CAN OF COKE	140	2 miles
3 OREOS	165	2.24 miles
REGULAR HERSEY BAR	200	2.5 miles
4 OZ. PLAIN SAUSAGE	280	3.5 miles
MEDIUM MCDONALD'S FRENCH FRIES	350	4 miles

Source: U.S. Department of Agriculture, Center for Human Nutrition and Food Economics; McDonald's Corp. ©1996 International Franchise Association

Media Bites

- Food marketing is just washing over this country like a tidal wave, and we're trying to give people swimming lessons.

*-Kelly Brownell, Yale University
San Francisco Chronicle, August 16, 2009*

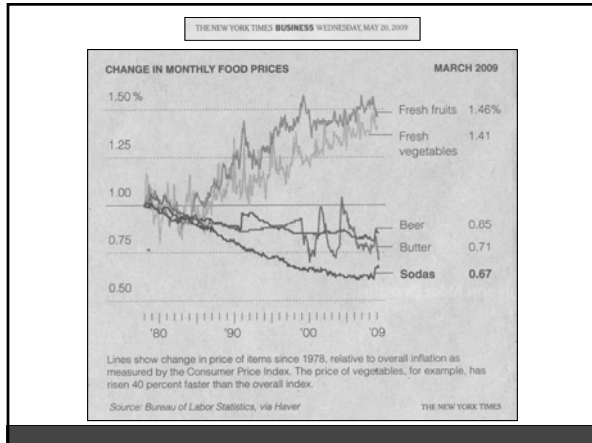
- Having a no-smoking section in a restaurant is like having a no-peeing section in a swimming pool.

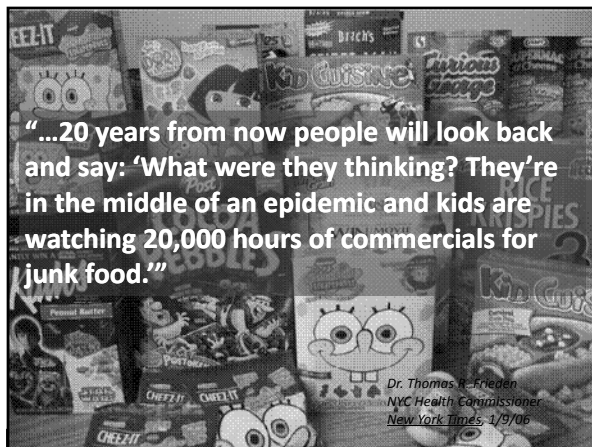
- Tobacco is a pediatric disease.

David Kessler, FDA

- Family values are important, but we must also have policies in place that value families.

-Ben Jealous, President, NAACP 2009





Message Development

- **What's wrong?**
 - We have disinvested in our children by not funding physical education.
- **Why does it matter?**
 - This endangers the health of the next generation.
 - We have a responsibility to provide children a fair chance to be strong and successful.
- **What should be done?**
 - 1) Physical education must be part of a overall healthy education.
 - 2) The legislature must provide adequate funds for complete education.

The After All Challenge

- Obesity rates have risen dramatically in the US over the last 10 years. Of course people can avoid obesity and improve their health and chances for living longer by eating healthy food and exercising regularly. But personal choices about diet and activity aren't the only factor in the rise of obesity. After all...

The After All Challenge

- Despite decades of effort to reduce tobacco use, there are still millions of people who smoke. Every day, 3,500 kids try a cigarette for the first time and another 1,000 kids who have already experimented become regular smokers. We can all agree that these kids are making bad choices, but they're not making their choices in a vacuum. After all ...

Moving ahead

- ✓ Take time to develop a coherent overall strategy that includes population-based policy
- ✓ Use media advocacy to advance that strategy
- ✓ Keep a clear focus on your policy objective
- ✓ Start now!

Tasks for media advocates

- ✓ Place media advocacy within an overall policy advocacy strategy
- ✓ Refocus from blaming the victim to making the victimizers accountable
- ✓ Advance research-based policies that are fair & just
- ✓ Support 'victims' to become advocates
- ✓ Build community capacity by providing advocates with tools to change policy

If you don't like the news,
go out and make some of your own.

Scoop Nisker
News Analyst

**Media Advocacy and Framing
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Day Two

***America's Second Language:
Framing for Social Change***

Lawrence Wallack, Dean,
College of Urban & Public Affairs
Portland State University

Instead of a better society, the only thing almost everyone strives for is to better their own position – as individuals – within the existing society.

Richard Wilkinson and Kate Pickett
The Spirit Level, 2009, page 4

YOYOs

WITTs

Jared Bernstein
*All Together Now:
Common Sense for a Fair Economy*

Frame basics

- Frames are mental structures that help people understand the world. Frames are shortcuts for people that connect abstract ideas to familiar things.

COMMUNITY HEALTH

GQMMIJNJTV IJFAI TJ I



**No
Blank Slate**



THE NEW YORK TIMES, THURSDAY, OCTOBER 29, 2009

SHIFTS AND SHIMMIES

Similar Questions, Different Answers

In polling about health care issues, the phrasing of questions is crucial. Below are two questions from a Wall Street Journal/NBC News Poll. While the questions differ only slightly, they generated vastly different responses.

In any health care proposal, how important do you feel it is to give people a choice of both a public plan administered by the federal government, and a private plan for their health insurance?

Would you favor or oppose creating a public health care plan administered by the federal government that would compete directly with private health insurance companies?

EXTREMELY OR QUITE IMPORTANT	NOT AT ALL OR NOT VERY IMPORTANT	FAVOR	OPPOSE
72%	23	48%	42

THE NEW YORK TIMES, SUNDAY, JANUARY 30, 2000

It Depends on How You Ask

The public's desire for tax cuts can be hard to measure. Pollsters asking what should be done with the nation's budget surplus got different results depending on the specifics of the question.

THE QUESTION
President Clinton has proposed setting aside approximately two-thirds of an expected budget surplus to fix the Social Security system. What do you think the leaders in Washington should do with the remainder of the surplus? . . .

Variation 1
... Should the money be used for a tax cut, or should it be used to fund new government programs?

60%	25	11	4
TAX CUT	NEW PROGRAMS	OTHER PURPOSES	DON'T KNOW

Variation 2
... Should the money be used for a tax cut, or should it be spent on programs for education, the environment, health care, crime-fighting and military defense?

22%	69	6	3
TAX CUT	PROGRAMS	OTHER PURPOSES	DON'T KNOW

Source: Pew Research Center

HEALTH CARE REFORM, as a cue, what does it mean...?

To supporters	To opponents	To others
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.


John Boehner on Health Care Reform (House Minority Leader on PBS NewsHour 11/5/09)


“This bill is the greatest **threat to freedom** that I have seen in the 19 years I have been here in Washington....It’s going to lead to a **government takeover** of our health care system, with tens of thousands of **new bureaucrats** right down the street, **making** these **decisions** [choose your doctor, buy your own health insurance] **for you.**”


OBESITY, as a cue,
what does it mean...?

To you	To others
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Lakoff’s three levels of analysis

 **Level 1: Big ideas and universal values like fairness, equality, justice, family, community**

 **Level 2: Issue types such as housing, education, civil rights, the environment, public health**

 **Level 3: Specific issues such as beer taxes, toxic waste sites, health care coverage**

Adapted from The Frameworks Institute
<http://www.frameworksinstitute.org>

Framing Tension

Social Justice	Dominant (Market) Values
Shared responsibility	Self-determination/Self discipline/Rugged individualism
Interconnectedness	Benefits based solely on effort
Strong obligation to collective good	Limited obligation to collective good
Basic benefits should be assured	Voluntary and moral nature of behavior
Government involvement necessary	Limited government intervention

Adapted from Beauchamp, 1976

Framing Considerations

- ✓ **What is the broader social/community issue?**
e.g. Availability of living wage jobs, affordable housing, health care, educational opportunity, public transportation
- ✓ **What are the social justice values?**
e.g. Fairness, equity, opportunity, reward for work
- ✓ **What is the shared responsibility for change?**
e.g. governmental agencies, non-profits, business, individuals
- ✓ **What needs to be done in policy terms?**
e.g. fair tax policy, government investment in education and jobs, infrastructure development

Constructing a Values Message

Value

We're all in it together and our well-being is linked. Our policies and our politics should reflect that. After all...

Problem

But that's not happening when 47 million Americans lack health insurance and working families are afraid to take their kids to the doctor when they get sick.

Solution

Its time to invest in policies that connect us like ____ that can protect/help everyone.

Action

To make this happen we/you can _____.

Conclusion

- Understand the starting point of the discussion is not a blank slate
- Establish common value basis
- Move from values to policy/ program; don't start at policy/program assuming values
- Think in terms of larger narratives

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Day Three

*Media advocacy in practice:
A brief overview of the interview
process*

Lawrence Wallack, DrPH
Dean, College of Urban & Public Affairs
Portland State University

Why talk to the media?

- Your programs/research/ideas are important
- Reach opinion leaders & policy makers
- Build foundation for changes in policy
- You can make a difference

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Overcoming Resistance

- Bad experiences with journalists
- I'm not an advocate
- The data speak for themselves
- Don't have the time

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Tips for being interviewed

- Prior to the interview
- During the interview
- After the interview

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Planning for the interview

- Have a reason for doing the interview
- Settle on 1 to 3 main points
- Review materials
- Have social math & media bites ready
- Anticipate difficult questions
- Have “safety” or transition phrases

Lawrence Wallack, DrPH
College of Urban and Public Affairs
Portland State University

Talking with Reporters

- Keep your statements short
- Stay focused on your subject
- Keep stressing the policy solution
- Avoid jargon and slang
- Use relevant facts if you can
- It is OK to say, I do not know.

Lawrence Wallack, DrPH
College of Urban and Public Affairs
Portland State University

Problems during the interview

- You say too much
- You stray from your expertise
- You relax too much
- You fill the gap
- You wait to be asked the right question
- You get mad/impatient

Lawrence Wallack, DrPH
College of Urban and Public Affairs
Portland State University

After the interview

- Review your main points
- Follow-up with information
- Seek feedback
- Write 3 suggestions to yourself

Lawrence Wallack, DrPH
College of Urban and Public Affairs
Portland State University

Concluding Points

- A reporter is not a friend or enemy, but a professional trying to do a job.
- An interview is not a conversation.
- Consider everything you say to be on the record or don't say it.
- Know the weaknesses in your argument and be prepared to respond.
- Never compromise your credibility.

Lawrence Wallack, DrPH
College of Urban and Public Affairs
Portland State University

END
